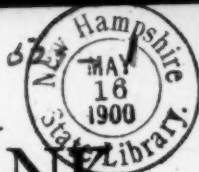


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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXIX. NEW YORK, OCTOBER 4, 1899.

No. 1.

MR. GEO.
M. S.
HORTON,
Foreign
Represent-
ative,
Trafalgar
Buildings,
Trafalgar
Square,
W. C.



Americans
abroad are
cordially
invited to
make free use
of these
rooms as
our guests.

OFFICE OF
THE
PHILADELPHIA
RECORD



IN
LONDON,
ENGLAND.

"There are many people who assert that there is no American news-
paper that gives advertisers more for their money than 'The Philadelphia
Record.'"—*Printers' Ink.*



An early start

The way business is "opening up" this fall—in every direction—inspires to prompt activity in advertising.

Competition is sleepless. If your goods are not selling, the people are buying goods made by some competitor.

One thing is certain: people are buying.

The Street Car Advertising campaign can not be started too quickly. It's only a "short cut" this year from cause to effect.

We offer, without any exception, the most profitable Street Car Advertising service in the country.

We are ready with "statistics" when you say "come."



The Mulford & Petry Company



WESTERN OFFICES:
99 WOODWARD AVENUE,
DETROIT.

EASTERN OFFICE:
220 BROADWAY,
NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 30 1893.

VOL. XXIX.

NEW YORK, OCTOBER 4, 1899.

No. 1.

A GROCERY SUCCESS.

MR. THOMAS P. HUNTER IS LOOKED UPON AS PHILADELPHIA'S SECOND WANAMAKER — CIRCULARS AND BILLBOARDS ARE VALUED BY HIM ABOVE NEWSPAPER SPACE.

There is scarcely a neighborhood in Philadelphia where an Acme Tea Company store is not located, and a man of family cannot pass one of these bright yellow buildings, invariably situate on some corner, without noticing an unheard of inducement on several bulletin boards that often prompts him to enter and carry home a bargain in some table delicacy which he presents to his wife with that usual penny-saving air men are wont to breathe at their fireside. The agility of Acme clerks, too, prompts calling again, for there is no waiting here.

You are at once struck with the orderly manner in which goods are arranged and the prompt attention.

The writer noticed that about June 1 the number of these stores were advertised as forty-three, and by Sept. 1 the number had increased to fifty-one, and, believing that such phenomenal success should be recorded, determined to get the story for the Little Schoolmaster. Mr. Thomas P.

Hunter surprised the writer by his youthful appearance, for the proprietor of the largest retail grocery business in the United States is but thirty-eight years of age, and has some twenty years yet in which to equal a business career like Wanamaker's.

"Mr. Hunter, will you tell me for the benefit of the readers of PRINTERS' INK when and how you started this business and to what you attribute its growth?"

The reply was that, fourteen years ago, with a nucleus of \$60 and limited credit, a small grocery store was started on Germantown avenue, and part of the money at once invested in five thousand circulars. Mr. Hunter laughingly related how two boys amazed him by coming back within an hour, telling him that the full five thousand had been distributed. "But those



THOS. P. HUNTER.

circulars brought me trade, and I have stuck to them assiduously ever since. In fact, I have used nothing but circulars up to about eighteen months ago, and have a record of having opened thirty-two stores under their influence, too; but during the eighteen months that I have used newspapers I have opened nineteen additional stores, making my total fifty-one at the present time."

"Will you give me the amount of space and papers you use?"

"Yes; I have just closed a contract to use 80,000 lines within a year in the *Record* and the *Inquirer*. I find that these two papers cover the city. I use sixty lines, single column, every day in the week except Mondays and Thursdays, when I give each paper a 300-line advertisement which contains, aside from many special bargains, the address of each store."

"I suppose you have employed

that I have used these papers only ever since, and find they thoroughly cover the Philadelphia field."

I asked Mr. Hunter if he believed in experts, and he said: "No; I am down on them. I once gave an expert \$1,500 for 5,000 booklets which he filled with stock cuts, and since then I have written my own ads, leaving the selection of type and arrangement to the *Record's* representative, who calls on me every day. What I do believe in, though, is position, and I

CHOICE NEW MACKEREL 2 for 5c	SPECIAL BARGAINS AT HUNTER'S	50	LEADING GROCERY STORES	ACME PRINT BUTTER 21c
BEST RIFLE NUTS	2c QUART	Sultana FRUIT BISCUIT	7c	Large Can BAKED BEANS
<small>These biscuits are fresh, dairy and delicious. Try a quart.</small>		<small>* These well-known biscuits are sold by other grocers at 12c per lb. Our price for balance of week is 7c.</small>		<small>Your choice of these beans is tomato sauce or plain; these are our regular 7c Baked Beans, and a decided bargain at 5c can.</small>

HUNTER'S 13c ACME SALMON, 10c

Hunter's Salmon is beautiful in color, fine flavor and guaranteed to be the best Columbia River Salmon ever packed. Compare a can of Hunter's salmon with salmon sold by other grocers at 13 or 16c and you will say that Hunter's is the best you ever bought.

116 MARKET STREET

35 STORES NORTH OF MARKET:
Ridge Ave., 917, 17th, 2301, 2842
12th St., 673 N. (S. E. cor. Melon St.)
Germantown Ave., 1644, 2129, 2344, 2728
Second St., 939 N. (N. E. cor. Laurel.)
Front St., 2250 N.
Kensington Ave., 2759
Frankford Ave., 1423, 2027, 2543, 3088
Fairmount Ave., S. E. cor. 6th St.
Brown St., 2427 (N. E. cor. Taylor)
Girard Ave., 229, 701, 1001, 2800; 410 E.

Columbia Ave., 1212, 1621, 2639
Morris St., S. W. cor. 21st
Sorghum Ave., N. E. cor. 19th
York St., 1522, S. E. cor. 31st
Cumberland St., S. W. cor. 26th, 2446 E.
Lohigh Ave., N. W. cor. 5th St.
Venango, 1610 (S. W. cor. Smalley)
5 STORES IN WEST PHILA.:
Lancaster Ave., 3931, 4213
Lancaster Ave., 4426, 4862
Fairmount Ave., S. E. cor. 38th St.

9 STORES SOUTH OF MARKET:
11th St., 916 S. (S. W. cor. Montrose)
5th St., 1726 S. (S. W. cor. Pierce)
Spruce St., S. W. cor. 6th St.
South St., 1712
Gray's Ferry Road, cor. 25th St.
Wharton St., cor. Polet Brezau Ave.
Dickinson St., S. E. cor. 13th St.
Tasker St., N. W. cor. 18th St.
McKean St., N. E. cor. 10th St.

ACME TEA CO.

WHOLESALE WAREHOUSE
33-35 S. SECOND ST.

THOMAS P. HUNTER

COFFEE ROASTING DEPT
24 LETITIA ST.

means of arriving at the relative merits of the newspapers?"

"I have keyed a coffee advertisement containing a coupon good for all coffees I carry at half price, if the coupon was presented by the purchaser. At the time I published this advertisement I had been using an evening paper for three months, and it showed up so badly that I immediately dropped it, but the results from the *Record* and *Inquirer*, morning papers, both showed up about equally, and were so gratifying

insist on top of first column last page of *Inquirer* and bottom of last column on 'Woman's page' in the *Record*. I am so well pleased with newspaper advertising that I am constantly increasing my space."

Mr. Hunter here told me that he holds his bulletin boards, of which he has several outside every store, first; his circulars, which he regularly employs forty men to distribute, second; and newspapers last in importance for his particular advertising. This is a

natural conclusion in face of the fact that the first two methods established his success.

Those Acme bulletin boards are worthy of note. Each is six by two feet. A different special appears on every one, printed in red by means of large wooden type, which can be read across the street. The circulars are distributed in districts, and contain only the stores situate in one particular section. A beauty of their system of delivery is that every one is religiously shoved under the door; they do not fly all over the street. Mr. Hunter pays for having things done right, and his district managers see that his orders are carried out to the letter. He has that power for organization which made John Wanamaker famous. He sticks to the same great principle, "Money back for the asking," sells and buys for cash, roasts his own coffee. Mr. Hunter here told me that "We are gradually doing away with premiums on coffee and tea. We can give the people the benefit of a lower price by so doing, and believe they will appreciate it more than gifts of china and cooking utensils."

I asked him how many circulars he distributed, and he told me "280,000 each week; 140,000 on Monday, Tuesday and Wednesday, and 140,000 on Thursday, covering specials for that day as well as for Friday and Saturday."

I called on Mr. Hunter at his two immense five-story warehouses at 33 and 35 South Second street, on the fifth floor of which he occupies sumptuous offices. Here are located five telephone substations, five freight and one passenger elevators. He will receive salesmen only on Tuesdays and Thursdays, when they submit their samples and quotations, and call later in the day for his decision. No quantity is too large for him to buy. Car and shiploads bought and sold for cash insure for the people of Philadelphia the freshest goods at the lowest price. He does not wholesale, everything is sold out quickly by him at retail. It was interesting to note during the great blizzard last March, while famine prices prevailed at all other stores, groceries

were sold by the Acme Tea Company at their regular price. All railway and street car lines were blocked for nearly a week with the heaviest snow known for years, yet the Acme immense supply wagons were seen all over the city drawn by four-horse teams and loaded with supplies for the various stores.

Mr. Hunter attributes his ability to sell lower than others to the fact that he buys in larger quantities, and up to a short time ago that he did not deliver goods, although his competitors did, yet he is now contemplating a free delivery system. Mr. Hunter roasts more coffee than any five retail stores in Philadelphia, and from his rapid success it would appear that he is rapidly beginning to roast the whole grocery business of the Quaker City as well.

F. A. PARTENHEIMER.

A PLUMBER'S IDEA.

The creation of a prestige in business is sometimes the result of small things. We know of a plumber who distanced all his rivals by furnishing his workmen every morning when they went out of his store with clean overalls and jumpers. He provided these himself and kept them clean, and he found it to be the cheapest and most effective advertising, because all the housewives appreciated it so much that they told all their friends, and everybody in their immediate neighborhood sent for this particular plumber when they needed a plumber.—*Advertising Experience.*



AN EXCHANGE OFFER.

THE YOUNG ADWRITER.

By Geo. Henry Smith.

The training which is most useful to the advertisement writer is received as a reporter on a daily newspaper. It is there he sees the different phases of humanity and has an opportunity to study men, their feelings and actions. He learns to write also. The blue pencil holds sway over him, and he is enabled to learn the art of condensation, so valuable to business writers.

Almost all of the successful advertisement writers of to-day began as reporters or editors. They did not begin behind the counter, and many of them knew nothing of the line of goods they were called upon to write about, but their training in the school of journalism enabled them to quickly see a "story" in the goods to be advertised, and the telling of it had its desired effect.

So the man who is to take up advertising should first be a journalist.

This training will place him in contact with men, and he will gain new ideas, and they are the stock and trade of the advertising man. First of all, he will have to advertise himself, and this will require his best energies and a large amount of originality. To gain his first position he must have ideas. To hold his position he must have ideas, and to get a new one he must prove the fertility of his brain.

Almost any one can be taught to write good English, but it is a different matter to teach human nature.

The advertisement writer is supposed to know almost everything. He learns a good deal on a newspaper. He learns a vast deal more as he goes along. To-day he writes of a particular kind of soap. To-morrow it is a series of root beer advertisements. What does he know about this subject? Nothing, he simply brings in his ingenuity. Root beer is pure and wholesome. Stops thirst. Here are a few points: It is a good thing to drink after a wheel ride, another point. The children like it and it is good for them. It is a temperance drink. Good point to be emphasized in the religious press.

Here is a business man who finds that his competitor is getting the better of him. He states the case to an advertisement writer and asks his aid. All the points about the man's business are brought out. Many points

the business man would never have thought of are brought up and serve a good purpose.

The test of an advertisement lies in its appeal. The beginner in advertisement writing must apply the test to each of his productions. He must ask: "Does that tell why I should buy at Blank's?" "Does this tell people something?"

The successful business writer is born, not made. The only way to know whether success awaits or not is by trying. There must be the true spirit of enthusiasm. The advertisement writer likes his work; he is never tired of it. He does not stop work at six. He works all his waking hours. He sees the advertisement in the cars. He reads them in the papers, and they have more attraction for him than the stories in the magazines. It is a work of devotion. He is thoroughly interested in it, and there never has been one who was not and made a success of his work. The salaries are generally good, but the best pay is satisfaction and the knowledge of being able to prove that good advertising pays.

THE MICHIGAN STOVE COMPANY'S NOVELTIES.

"Shut the door" signs. One of these is the head of a ferocious bulldog, with "Shut the door" on his collar, which is intended to be fastened on the glass in a door. Another is a silver and black metal sign, saying more gently, "Please close the door," which is designed to be tacked on a door frame. A third is a paper sign of the same import, printed in yellow and black. A game counter, having revolving disks of cardboard, showing figures through circular holes in the inclosing frame, to keep tally on games. A scarlet sign with white letters, "Please keep from behind the counter," a notice which is needed in numerous stores. A sixty-four page book, entitled, "Health and How to Preserve It," giving numerous well-tryed prescriptions sure to prove valuable. The work also contains valuable suggestions on etiquette. A beautifully decorated metal whisk broom holder. An assortment of colored picture cards, representing children engaged in culinary occupations, baking, rolling pie crust, preparing Thanksgiving dinner, etc. Each card shows some one of the Garland line of stoves or ranges and gives its special points.—*Metal Worker.*

IN MAIL ORDER ADVERTISING.

The dime is the most convenient sum to ask for and the easiest to get of those answering mail-order ads.—*Mail Orders.*

If an advertisement does not pay there is something wrong about it. It does not reach the right class of people or is in an obscure position, or carelessly worded.—*Davis.*

You
Can Not Reach
Readers of

The Sun

Through
Any Other Daily
Publication.

Address,
THE SUN, New York.

ONE STORE'S ADVERTISING.

H. & D. Daniel have a clothing, hat and shoe store in Springfield, Mass., and another in Hartford, Conn. In the paragraphs that follow Mr. Chas. J. Daniel, the advertising manager, tells of some of the ideas he has utilized in making the two establishments popular:

We have always been believers in house to house advertising with circulars, booklets, newspaper sheets, etc. It has brought us great results. We do a cash business and cater to the masses. We are aware that there is a good deal of objection raised against circularizing, alleging waste. That may be so, but for suburban advertising we have found that no other form we have used is productive of such results. We give strict attention to this department, employing men who have proven themselves worthy. We endeavor to put out a stronger advertising sheet each time, and in that way keep the interest unflagging.

One fact which has made our suburban advertising profitable is our furnishing free return tickets to all purchasers to the amount of \$5 or over. Having made arrangements with all the transportation companies we are enabled to issue tickets with our advertising matter thereon. We are the only concern doing this.

Last June we gave a free steamboat excursion to Hartford and return from all towns on the Connecticut River from which people come to this city to trade. A success? The boat was packed and the trade we enjoyed was very satisfactory. It was not necessary to purchase in order to be our guests. It certainly increased our popularity in that section.

It is with honest values we hold our trade. But the fact can not be denied that it was extensive and attractive advertising which induced the first purchase. In the Hartford store this is particularly discernible. Our place of business is not on the main clothing thoroughfare, nor even on a retail street. This makes capital for us, and we feature the expression: "Out of the High Price District."

After what I have said regarding circularizing you might have the impression that it was the only form of advertising we used. On the contrary we appreciate the value of a good newspaper. In Hartford we use

seventy inches every day in the *Times* (evening). Often we increase this space to a full page. Occasionally we have two pages at one time. In Springfield we use smaller space, as the rates are higher, and no advantage is offered in point of circulation.

At the present time we run a two-horse wagonette, appropriately lettered, through the country towns with our new eight-page advertising sheets. Ahead of this rig is a horseman attired in military costume. This man blows a bugle and announces the coming of the other team. The boys who deliver the papers to the doors wear blue and gold uniforms. In the wagonette we have a double horn, Graphophone Grand with which we give concerts. The novelty of this form of talking machines proves a great attraction. Of course we do not miss the opportunity of having the machine say a few words for our wares.

We have just completed arrangements to have some new electrical attraction each week in our show window. How good this will be is yet to be proven. And to conclude, I would rather miss my Wednesday dinner than to miss The Little Schoolmaster. And I am not competing for any "loving cup" either.

150 OUT OF 2,500.

Of the 2,500 daily newspapers of the country a selected list of 150 to 200 will comprise all that are worth using by any general advertiser.—*The Advisor*.

THERE is nothing magical about advertising. It is one of the tools of trade, just as a chisel is a tool of carpentry. The man who handles the chisel properly can do many useful things with it. If he is careless and awkward, he is likely to cut himself.—*C. A. Bates*.

ILLUSTRATED TESTIMONIAL.



TO THE BOSS CIGAR CO.: GENTS—I HAVE FOUND YOUR CIGARS ALL OVER THE COUNTRY. I AM A TRAVELING MAN AND ALWAYS LOOK FOR THEM. YOURS TRULY,
WANDERING WALKER.

The Denver Republican

AN
UNPRECEDENTED
GAIN.

ADMITTEDLY
SUPREME
IN ITS FIELD.

***Emphasizes Its Lead in...
Advertising by Making an
Extraordinary Showing for
The Month of August.....***

108 Per Cent Gain in
Number of Want Ads.
105 Per Cent Gain in Num-
ber of Lines of Wants.
33 1 Per Cent Gain in All
2 Kinds of Advertising.

Number of Wants published in August, 1899....	14,447
Number of Wants published in August, 1898....	6,927

Increase..... 7,520

Number Lines of Wants published in August, 1899....	98,850
Number Lines of Wants published in August, 1898....	48,150

Increase..... 50,700

Total Number of Lines Advertising (all kinds) pub- lished in August, 1899.....	333,450
Total Number of Lines Advertising (all kinds) pub- lished in August, 1898.....	249,825

Increase..... 83,625

A MATCHLESS AUGUST RECORD.

THE S. C. BECKWITH SPECIAL AGENCY

SOLE AGENT FOREIGN ADVERTISING,

TRIBUNE BLDG., NEW YORK.

THE ROOKERY, CHICAGO.

NOTES.

THE Minneapolis Times has opened a New York office at 22 and 24 Times Building, with Mr. D. C. McConn in charge.

"CUT RATES" is the somewhat incongruous sign displayed by a five-cent barber in Kensington, a Philadelphia suburb.

/PRINTERS' INK, No. 10 Spruce street, New York, is issued weekly, costs 10 cents per copy, \$5 per year, and is the best teacher in the advertising line.—*Shoe Retailer*.

THE *Shoe Retailer* (N. Y.) for September contains a series of prize articles on "Advertised Specialty Shoes: Is it to the retailer's interest to push their sale and why?"

THE Memphis (Tenn.) *Tribune* issues "Postal Information: A miniature manual for the public, with non-stickable stamp holder," which is full of such information on postal matters of which one is most frequently in need.

THE publishers of the *Haberdasher*, New York, state that it is the only publication devoted exclusively to the men's furnishing goods trade, and is patronized by the shirt manufacturers to a greater extent than all of the mixed publications in this field.

PRINTERS' INK is a weekly magazine published in the interests of advertisers, and its columns are contributed to by the leading advertising experts of the world. Its criticisms on advertising are sought after by all classes of advertisers, making it the acknowledged authority on advertising in the United States. PRINTERS' INK is an invaluable adjunct to any man's business, as it enables him to keep in touch with the advances made in advertising, from week to week, gaining for him a knowledge which it would be impossible to obtain otherwise.—*Herkimer* (N. Y.) *Evening Telegram*.

CAMDEN N. J., Sept. 23.—With \$2,000,000 in authorized capital, the Billposting Trust was incorporated in this city yesterday. The concern is the National Billposting and Advertising Company, and it is said it will absorb all the billposting companies in the East and Middle West. It is asserted that much can be saved by concentration of the enterprises, the mere item of paste forming a basis for large calculations. There is now sharp competition in the business and prices are severely cut, but with consolidation there will be some opportunity for realizing better figures.—*New York World*.

A CORRESPONDENT writes: The Indianapolis News made a unique exhibition at the Indiana State Fair, which closed September 23d. In a tent 20 by 30 feet it carried on a miniature newspaper office. There were reporters with a typesetting machine in operation, matrices, stereotyped forms, and all the accessories, excepting a printing press, of a newspaper office. The typesetting machine was the chief thing of interest. The clerks took the names of the people,

handed them to the operator, who in turn turned out the lines of type bearing the names. This took immensely. Literally, thousands of names were distributed in metal.

JULIAN RALPH ADVISES.

Don't ever try journalism unless you are certain it is your forte. In the United States—and in England also, now that the press is undergoing a revolution there—it offers more money at the start than comes with almost any other line of work. It continues to return good pay to those who prove themselves its masters. But its training tends to prevent the formation of those habits of thrift, to make men careless of the future, and it demands high-pressure service to the end, even when one's energies have to be worked up with a forced draft.

Do you aim at a large income for life? How many large salaries are paid in all newspaperdom? Compare the number of lucky ones with the number of those who are poorly paid. Do you aim at editorial control of a newspaper? How many men have got such control as compared with the men who work for them—a dozen in fifteen hundred, say. And of that dozen, how many control paying properties? Far fewer yet; fewer than you would believe unless you happen to be in the secrets of the calling.

No man born of the press will deny the other side of the case, namely, that if the microbe is in your head, facts may go hang themselves, and hardship, exposure and danger will only serve to push you in further. The prospect of a whole lifetime's incessant strain and toil will prove but as a sauce to the dish. You might as well ask the coming Nelson if he has thought what a dog's life a sailor's is.—*Saturday Evening Post*.

FIRST NEWSPAPER IN CALIFORNIA.

Unless the Los Gatos Mail is mistaken, Walter Colton and Robert Semple were the first editors of the first newspaper published in California. They founded the *Californian*, at Monterey, in August, 1846. Colton had bought the press and type from the American missionaries in Honolulu. It was an old Ramage press of wooden frame, wooden bed and plate of hard wood, worked by a screw, and capable of making 100 impressions in an hour. It had been sent from Boston to Honolulu. The type had been long in use and was of faulty font, without the letter "w" or italic. Two "v's" were substituted to represent "w" in capitals and small letters alike.

TRUE ENOUGH.

A man may have so little "schooling" that he is hardly able to use good grammar and still be able to write advertising matter that brings wonderful results.—*Bates*.

It is the constant use of the advertising columns that wins. The public may forget to-day what was advertised yesterday; but to-day's advertising is before them. To advertise at the right moment is to advertise continuously.—*Philadelphia* (Pa.) *Record*.

Speaking of Expansion

One of the most recent examples of expansion in circulation, popularity and advertising prosperity is presented by

The Commercial — Advertiser

“The most interesting evening paper in New York.”

50% Increase in cash receipts for sales of the COMMERCIAL ADVERTISER during May, 1899, as compared with May, 1898.

368% Represents the increase in real estate advertising in its columns for the month of May, 1899, as compared with May, 1898.

197% Is the increase of instruction advertising for last year over 1897.

151% Increase in publishers' advertising for May, 1899, over May, 1898.

190% Increase in financial advertising for May, 1899, over May, 1898.

\$12.00 Mattress for..... 7.75

This mattress weighs 40 lbs., is stuffed with good, clear, black mixed hair, and is covered with satin or A. C. A. ticking. Can be had in one or two parts to fit any bed.

**\$45.00 Oak Top Desk..... 29.00**

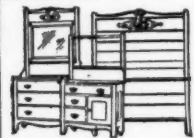
This fine desk is 36 inches deep, has a curtain, and is well made throughout.

**\$2.50 Golden Oak or Mahogany Finished Rocker or Chair..... 1.55**

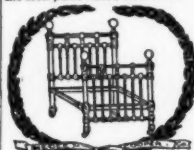
These are very comfortable chairs to sit in or to rock in. They have seats of wood or leather, high arms and low backs. We sold just 1,420 of these rockers two weeks ago in one day! Have just received another 1,000 of them. Come early if you want one. Not more than one of these chairs will be sold to any one buyer.

**Extension Table for..... 6.75**

This handsome table has 5-inch fluted legs, easy working slides, well finished, and extends to 6 feet.

**3-Piece Bedroom Suit for... 14.75**

This fine suit is neatly carved and well finished, has double drawers in dresser, three drawers and cupboard in washstand and bevel-plated Mirror, 28x22 inches.

**\$5.50 Heavy Iron Bed for 4.75**

This bed has 1-inch posts, comes in fancy designs and has strong, heavy filling. any size can be had.

**\$36.00 Brass Bed for.... 20.75**

This bed has 1 1/2-inch posts, high head, full husks heavy filling, and can be had in any size.

**\$12 to \$18 Odd Parlor Chairs for..... 8.75**

(This cut represents one of those fine chairs.)

**\$20.00 Tufted Couch..... 11.75**

This handsome, comfortable couch has a Turkish pillow head, spring edges all around and is covered with the best grade of Belgian velvet or velour, in all the latest colorings and designs.

ONE WAY OF MAKING PICTURES AND ITEMS STAND OUT.**THE TOWN CRIER.**

In former days, when local papers were few and far between, the town crier was an important personage. He was appointed by the parish, and his election generally carried with it offices of beadle, verger and gravedigger, and his emoluments were fairly remunerative. Day after day he was seen, either in the town or surrounding villages, dressed as a parish beadle, and carrying a bell, which, after ringing twice or three times, he began:

"Oh, yez. This is to give public notice that Muster Gearge will sell by public auction at the Town Hall, by order, the household furniture and other effects." Then followed details, and the windup, "God save the Queen."

As a gossip of the first water, and knowing the goings on and little town scandals, he was a welcome guest everywhere when on his rounds, and there was no local public function, church, chapel, election or any other meeting but what he had a finger in.

When the newspaper stamp duty was abolished, and the local press sprang into existence in all directions, the town crier was gradually elbowed out until he became practically extinct.

In one place, however, the town crier in all his glory is yet in evidence, and that is in the pretty town of Bedford. Mr. Stock, a well-known local advertis-

ing agent and billposter of portly and handsome presence, may be seen, dressed in a grandly laced scarlet coat, knee breeches and cocked hat to match. The old gentleman ambles about the town daisy on his rounds, an object of curiosity to visitors and awe to the town boys. Long may he flourish as a survival of the good old custom!—*Advertisers' Review*.

THE BIG ADVERTISEMENT.

A big advertisement has a certain amount of prestige from its very size. A big advertisement, composed of several items, is like the bundle of sticks in Mr. Aesop's little story, which couldn't be broken so long as they were tied together. When the sticks were separated, each could be broken easily. If you make a separate little ad out of each of the items, each ad possesses only its own strength, and is not helped by the others.—*Stoves and Hardware Reporter*.

A COMMERCIAL advertisement, in the sense the word advertisement is generally used, is a proposition to sell goods. Like all propositions, the success of it depends on the goods offered, and the manner in which the proposition is made. The more direct it is made, and the fuller and plainer the merits of the goods are given, the more successful will be the one making the offer.—*Butte (Mont.) Miner*.

THE SAINT PAUL DAILY GLOBE

Occasionally an advertising manager, having failed to penetrate the situation, omits the SAINT PAUL DAILY GLOBE from his calculations for Minnesota advertising.

What an error this is will be seen when the fact is stated that the SAINT PAUL DAILY GLOBE is the Only Democratic Paper in a State in which the vote in the Presidential Election of 1896 stood as follows: Rep., 193,501; Dem., 139,626; Pro., 4,365; G. Dem., 3,230; Social Labor, 915.

The population of Minnesota is 1,301,826, or approximately four persons to each voter, indicating that at the lowest estimate over 500,000 of the total population adhere to the Democratic column, and will therefore prefer and be influenced by a Democratic paper, if any.

The daily average circulation of the GLOBE during the entire year of 1898 was 22,012 copies. The daily average circulation for the first six months of 1899, for the daily edition, has been over 22,500 copies and for the Sunday edition, over 26,000 copies.

A moderate rate is charged for advertising space and estimates will be furnished by the Home Office, or by Williams & Lawrence, 87 Washington Street, Chicago, and Charles H. Eddy, 10 Spruce Street, New York City.

THE SAINT PAUL DAILY GLOBE

GETTING LOCAL TESTIMONIALS.

By Edwin L. Sabin.

Allow me to introduce to the world of advertisers the Shannon & Mott Co., proprietors of the Des Moines Roller Mills. This firm has developed advertising on

some time the writer has noted in the Des Moines dailies advertisements of the Shannon & Mott Falcon flour, in the shape of a cut of some prominent resident, and a testimonial from him as to the worth of the brand.

Piqued with curiosity, I approached the advertising man of

Rev. Clinton Douglas,

One of Des Moines' most prominent divines, adds his unqualified endorsement to the many already given Falcon Whole Wheat Flour.



Pastor's Study, Pilgrim Congregational Church, Des Moines, Ia., May 15, 1899.—
Messrs. Shannon & Mott Co., Gentlemen:
Your whole wheat flour gives complete satisfaction in my home. We use it constantly, and are very glad to be able to get it fresh from the mill. Cordially
Yours,

Clinton Douglas.

Shannon & Mott Co., Des Moines.

the "local testimonial" line with a sagacity and perseverance that have brought success.

Now it is no easy matter, even with goods that have exceptional merit, to obtain, from citizens of a community the size of Des Moines, signed statements commending certain articles. For

the Shannon & Mott Co. and asked him for information regarding the methods he employed.

The very first thing I saw on his desk was the last number of PRINTERS' INK. This in itself was an explanation.

"I should like to know whether you find this 'testimonial' adver-

tising pays as well as you expected?" was the question.

"Well, if it didn't we would not continue it," he replied, smiling.

"Will you tell me what plan you pursue? As a rule it is a difficult matter to obtain signed testimonials from local people of prominence. It is done in New York and——"

"We can do in Des Moines whatever is done in New York," was the quick answer. "We have had no difficulty at all in securing recommendations. The way we did was this: We commenced last spring and sent to a number of people sample sacks of our Falcon whole wheat flour. We sent them the flour with our compliments, and a request that they try it, and if they felt justified let us know what they thought of it. Results were satisfactory."

"But how did you get the statements finally? Did you make personal calls, or work by mail? That is, how did you follow up the thing?"

"Oh, the advertising men of the papers did that. They looked after the statements."

"Did you originate the scheme?"

"Not exactly. It was kind of fixed up, you know."

Clever enough, isn't it? The Shannon & Mott Co. sends out the flour. That is its part. The advertising solicitors of the papers procure the "copy." That is their part. The papers get the money for the advertising space, and the company gets the returns from the ad. The citizens have had the flour. Thus all contribute, and all are benefited.

"We sent flour to the Governor and other State officials, to county officials, city officials, ministers, physicians, school men and others, well-known Des Moines people," continued the Shannon & Mott man.

"Did you hear from the Governor?"

"Yes, sir, we did."

"Do you always use the same space in each paper?"

"Oh, no. For instance, we received a testimonial from L. F. Andrews, of the State Board of Health. Well, we gave him half a page, for his name was worth

a great deal, in weight, you know.

"We also have a statement from Dr. Stetson, the head of the Midland Chautauqua Assembly," continued the speaker. "That was a good ad for the Chautauqua season here."

"Do you run these testimonials on a system—that is, do you group the professions?"

"We have done so in a large degree. We started out and ran all the doctors; then we took up the preachers."

"One more question. Were the persons who received the flour put under any obligations at all to furnish you with their statements?"

"Not in the slightest. They were free to do just exactly as they felt inclined."

"We worked a good scheme last fall," said the Shannon & Mott representative, in speaking of the firm's advertising. "It was during Seni Om Sed (which is a carnival held every year by Des Moines). We offered sixty dollars in gold in a bread-baking contest—thirty dollars as first prize, twenty as second and ten as third. Some six thousand loaves of bread were entered."

"You sent free samples, I suppose."

"Not much! We first advertised in the papers, announcing the contest. Then we sent women canvassers around through the city, who interviewed the housewives and interested them, and when they promised to compete took their names. After this had been done we published the names we had—and they filled more than a whole page in the paper! Well, when we began the scheme we had a warehouse stacked to the ceiling with bags of flour. By the time the contest closed we had hardly a bag left. Of course the people were obliged to buy the flour at their grocer's. The loaves were placed in a store-room down town, so that everybody who passed could see."

"You read PRINTERS' INK, I see," said the writer, taking his leave.

"Yes, we read it through carefully," was the reply.

SIGNS SUITABLE FOR A HAT STORE.

By John S. Grey.

The up-to-date hatter needs something besides his newspaper ads or his business cards and circulars to advertise his business. It is not sufficient that the advertising shall draw buyers to his store, there must be something to attract and impress them when they get there. The practice of displaying advertising cards in the store is becoming quite common in every business. However brief a purchaser's visit may be, he has time to peruse the terse cards that should meet his gaze whichever way he turns in the store.

Here are a few ideas which might be inscribed on cards and hung in prominent places around a hat store:

If your friends ask the question: "Where did you get that hat?" mention our name and they will know you have good taste.

"Though the style of the tile Changes once in a while—" You may be always sure of the latest fashion and the best make here.

This store is headquarters for hats which always get ahead.

Hats of many men remind us Of the best we ever wore,
We're in style if people find us
Buying head gear at this store.

Hats, like human beings, look seedy when they "lose their nap." Ours are made of too good material to lose it.

Here we take the greatest pains To cover well a fellow's brains,
And brainy men are just the kind Of buyers we get here, you'll find.

"Your head, sir, is the noblest part of you."
Add to its noble appearance by wearing one of our hats.

"A gentleman is known by the hat he wears."
Is yours in style?
It is if you buy here.

Nothing looks worse on a man than a shabby hat. Only \$3 between perfect style and shabbiness.

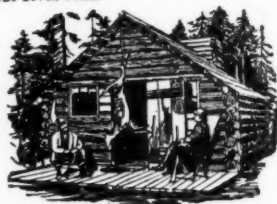
Don't envy your friend his stylish new hat. The chances are that he bought it here.

"Keep the head cool and the feet warm." That is the chief rule of health.
Well; we keep the coolest hats in town!

Ask your wife, sister or sweetheart how you look in the hat you buy here. Their reply will flatter you.

WHAT does it profit an advertiser to get many replies and make few sales? The quality of replies is certainly of greater importance than the quantity.—
Advertising Experience.

Via RANGELEY. The Seven Ponds.



These ponds are situated twenty-seven miles from Rangeley and are reached by buckboard to Kennebec Lake, thence by steamer across the lake and again by buckboard to our camps at Beaver Pond the centre of the Seven Ponds region.

The new buckboard road is not new enough to be dangerous, and constant work upon it is rapidly reducing the number of deaths reported to us daily. From our camps at Beaver pond excellent trails afford easy access to a number of ponds where splendid trout fishing is an unfailing certainty and the capture of an occasional fish quite a common occurrence. No expense has been spared in securing the grandest mountain and lake scenery for the exclusive use of our guests, for which no charge is made. Trout rise freely to the fly during the entire season and "takes" of 10-pounders are constantly heard flapping in the guides' quarters. Game of all kinds is so abundant as to be a positive nuisance and the following may be hunted in the open season: Minges, Moose, Caribou, Catamounts, Bears, Deer, "Draw-Poker," Hedgehogs, "Hearis," House Flies, Partridges, Ducks, Drakes, "Seven up," Weasels, Wardens and other small game.

While Black flies and Mosquitoes are very rare, tar ointment is served at every meal and is deservedly popular. An excellent table is kept, upon which more or less food is served, most of which is consumed by our guests without abusive language. Good beds are not unknown; while every luxury to be found in any modern hotel, may be called for. Anything that a third-class camp trying to pass itself off as a comfortable well kept one, finds it necessary to promise, we do, to any extent. We seek patronage from anyone who desires to visit the real backwoods and who is not afraid to take desperate chances.

Board and boats furnished at reasonable rates. Guides furnished on application. Parties wishing to visit this place will please write in advance so that we can have camps in readiness. The railroads will sell excursion tickets at reduced rates from Boston to Rangeley.

Ask anyone about Beaver Pond Camps and if they don't speak well of us, then address us direct for any desired information.

ED. GRANT & SON, Beaver Pond, Me.

AN ADVERTISING CURIOSITY FROM THE PHILLIPS (ME.) PHONOGRAPH.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi.*, 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

CALIFORNIA.

San Francisco (Cal.) *Bulletin* (2).—The *Bulletin* proves a large city circulation, and 95 per cent of your trade is with local buyers. The evening paper is coming to be more and more the paper of the family and the main reliance, on the one hand, of busy men and busy women, and on the other hand the best devised means of bringing to the attention of the buying public the wares and the prices which the men of trade have to offer.

CONNECTICUT.

Hartford (Conn.) *Sunday Globe* (1).—There is only one paper in Hartford which has a larger circulation than the *Sunday Globe*, and there is not one paper besides the *Sunday Globe* that is circulated at a time when the people have abundant time to read—on Sunday. The *Sunday Globe* goes into 7,000 homes on Sunday, the best reading day in the week.

ILLINOIS.

Chicago (Ill.) *Journal American Medical Association* (2).—We make the claim that we have the largest bona fide circulation of any medical weekly in America. We are willing to acknowledge otherwise on the appearance of sworn statement to the contrary. The *Journal*, being owned and controlled by the largest organization of physicians in America, i. e., the American Medical Association, holds a unique and important position in the advertising field; and by placing your advertisement in this publication, you will secure the attention of the entire A. M. A. and many outside subscribers. The *Journal* has a score or more of advertisers who have been continuously represented in its pages for the past decade. These advertisers, with but very few exceptions, are all in the category of successful firms who cater to the medical profession. The circulation for the first eight months of 1899 was 12,637 copies weekly.

IOWA.

Mason City (Ia.) *Practical Education* (2).—A magazine devoted to practical methods of educating our youth. Reaches homes of well-to-do farmers and business men, teachers and students. This journal is unique in its line of work, paying especial attention to the practical and much to rural school education, and reaching a large list not taking other class journals.

MICHIGAN.

Detroit (Mich.) *Michigan Presbyterian* (2).—Is the only paper of that denomination in Michigan, is the official organ of the Synod of Michigan (33,000 Presbyterians), and is

EXPLANATION.

- (1) From printed matter emanating from the office of the paper and used in connection with its correspondence.
- (2) Extract from a letter or postal card.
- (3) Extract from the columns of the paper appearing either as advertising or reading matter.
- (4) By word of mouth by a representative of the paper.

indorsed and commended by the synod and the Presbyterian Alliance of Detroit. It reaches the homes of those people as no other religious paper can. Its stockholders are scattered all over the entire State (hence interested representatives), and since June the subscription receipts have increased 300 per cent over the same period last year. The *Michigan Presbyterian* is popular.

NEW YORK.

Brooklyn (N. Y.) *Eagle* (1).—Over a million and a quarter of people have their homes in the Borough of Brooklyn. If you are a successful advertiser you will want your announcement to go into the homes of this million and a quarter of people. You must advertise in a medium that is a home circulator—not a newspaper which is thrown away at the office, nor one that is left in the cars, but a newspaper which goes home and is read by every member of the family. Such a newspaper is the *Brooklyn Eagle*, the acknowledged home paper of the Borough of Brooklyn.

New York (N. Y.) *Demorest's Magazine* (1).—Every month for nearly forty years *Demorest's* has been read by ladies who do not take the same interest in any other magazine. "Your mother's mother read it." *Demorest's* is essentially a ladies' magazine. It knows its field and keeps it; its readers know it as a clean magazine, fit for the highest homes.

New York (N. Y.) *Kellogg's Lists* (2).—No publications exert greater proportionate influence than the home newspapers of the towns and villages outside the large cities. None are so eagerly looked for, so highly valued, or so thoroughly read as these family weekly journals of *Kellogg's Lists*. Hence their desirability for advertising purposes.

New York (N. Y.) *Rider and Driver* (3).—Horse shows are now held in every prominent city in the United States and Canada. They are attended by at least 1,000,000 well-to-do people interested in horses. The *Rider and Driver* it the recognized authority on all matters pertaining to horse shows and correct equipage. It is circulated among thousands of subscribers through the mails and is on sale on all first-class news-stands everywhere. As an advertising medium it has no equal.

OHIO.

Mt. Vernon (O.) *News* (1).—It is better to convince a few people than to talk to many. The *Republican-News* has over three times the circulation claimed by other papers in Knox County. This can be proved, and affidavit is made to that effect. Its city circulation is on the top notch, and cannot be reached by other papers. Two thousand bills will cost more than one thousand, and will reach twice the people that one thousand will. This is true in newspaper advertising. Springfield (O.) *Farm and Fireside* (1).—As a profitable mail-order medium for

the successful mail-order advertiser *Farm and Fireside* stands at the head of the list among the agricultural press. Of all farm papers the *Farm and Fireside* has been and is the recognized leader in the best farming communities, and reaches more well-to-do country women and men with inclination to purchase and money to buy than any other farm paper. There is no doubt that its circulation and its character are greater in extent and stronger in influence than those of any other paper of its class published anywhere. The guaranteed circulation is 310,000 copies each issue.

PENNSYLVANIA.

Lancaster (Pa.) *New Era* (2).—Is recognized by local readers and advertisers, who have best opportunities for forming a correct judgment, as the leading business and family newspaper in the richest agricultural county in the United States. As to proof of largest circulation, it is only necessary to state that it is the only journal in the county that has found it necessary to use a fast perfecting press printing from stereotype plates.

Libonia (Pa.) *Park's Floral Magazine* (3).—Circulation for June was as follows: Number of copies mailed, as indicated by post office receipts, 354,032; for July, number of copies printed, as indicated by press counters, 363,000.

Philadelphia (Pa.) *American Friend* (2).—The *American Friend* is the only weekly publication in America by which advertisers can reach the large body of over 100,000 Friends from Atlantic to Pacific and from Canada to Mexico. It circulates in 47 States and Territories. It counts among its advertisers the most successful and best-known users of advertising space in the country. A number of advertisers have been in the *American Friend* since its first issue, thus proving that it renders satisfactory service. During the first six months of the present year the *American Friend* contracted for more advertising than during the entire twelve months of 1898. Its prestige is constantly growing, and it occupies a distinct place in 6,092 Friends' houses.

Philadelphia (Pa.) *The Presbyterian* (1).—The powerful denomination of which it is a leading and influential organ has spread all over the land, and numbers millions of prosperous and reading people. It is not claimed that they all read the *Presbyterian*, but a leading advertising agency, which has had extensive business relations with it for nearly thirty years, says: "The *Presbyterian* is read by the prosperous classes—steady and liberal purchasers—and in proportion to the circulation it is without a peer as an advertising medium."

Pittsburg (Pa.) *Post* (2).—Has the largest circulation, daily and Sunday, of any newspaper published in Pittsburg, the average for August being fifty-two thousand and fifty-five copies per day.

Reading (Pa.) *Eagle* (1).—All indications point to an exceptionally prosperous season this Fall and Winter. It has been some years since the wage-earners of Reading and vicinity were as steadily employed as they are to day. In many of the industries wages have been increased and the people will have more money to spend than they have had in some time. They will buy and buy where the greatest inducements are offered. If you care to tell them what you have to sell, you can do this the best and at least cost by using the *Eagle*. It covers its territory

thoroughly. Its average circulation for the first eight months of 1899 was 14,136 copies a day.

RHODE ISLAND.

Providence (R. I.) *Telegram* (3).—The *Telegram*, like all successful newspapers, is ever on the move. It has moved and increased its quarters three times in ten years. It has moved its circulation ahead of all competition. It has moved its advertising patronage several miles ahead of its nearest competitors. In fact, it has moved with the times and taken the advantages that naturally accrue from such enterprise. Moving newspaper plants is expensive business, and is not indulged in for pastime, but the remarkable growth of the *Telegram's* business has to-day made the question of expense a secondary one. Those who have scanned the *Telegram's* monthly statements on circulation and advertising have not failed to realize why the *Telegram* is constantly outgrowing its facilities. The statement for August is just as eloquent on that point as have been those for the previous months. The circulation figures are as follows: Sales *Evening Telegram* for month (August), 875,250; average daily, 32,417. Sales *Sunday Telegram* for month (August), 141,292; average per Sunday, 35,323 copies.

TENNESSEE.

Nashville (Tenn.) *The Cumberland Presbyterian* (1).—The official organ of and the only paper (aside from its Sunday-school periodicals) owned and published by the denomination whose name it bears. An up-to-date, well-edited and well-printed journal, going principally into the Middle and Southern States.

TEXAS.

Dallas (Tex.) *Texas Christian Advocate* (1).—Is the official organ of six conferences of the M. E. Church—South—which has a membership in Texas and New Mexico of over 200,000. The State of Texas is one of the most fertile fields in which an advertiser could plant the seed of business.

WASHINGTON.

Aberdeen (Wash.) *Herald* (3).—The *Herald* is the oldest paper on Grays Harbor; is the official paper of Chehalis County, and has a larger circulation than any other paper in the county. Advertising contracts are based upon this claim of circulation.

WISCONSIN.

Milwaukee (Wis.) *Evening Wisconsin* (1).—Some were small advertisers when their ads first appeared in the *Evening Wisconsin* years ago; they have grown to immense proportions since, partly because they were good managers, and partly because of their wisdom in the selection of newspapers of the *Evening Wisconsin's* class. Nowadays too many advertisers plunge recklessly without due consideration of all points of merit in a medium, and do not get all the good out of their appropriations. The advertiser who considers the character and quality of a newspaper's circulation in addition to the actual number of copies printed, is usually the one who gets the most for his money. The *Evening Wisconsin* is one of the few papers in the United States which is considered by advertisers more for the quality of circulation than for quantity. It is perhaps the only paper in the country having that high standard of quality, and at the same time exceeds all of its contemporaries, even the penny papers, in circulation. It is the medium every wise advertiser selects, and without which the Milwaukee and Wisconsin field cannot be properly covered.



**We Know What
You Want.**

You want the best line of popular-priced underwear you can get.

You want underwear that is carefully made, correctly sized and beautifully finished.

You want underwear that you can offer to your customers and feel assured that they will come back to you the next time they have a need for underwear.

And, in addition to all this, you want underwear that will pay you a wholesome profit.

We make just that kind of underwear.

Write us about it.

Van Dyke Knitting Co.,
MILWAUKEE, Wis.

A TRADE ANNOUNCEMENT SOMEWHAT OUT OF THE RUT. REPRODUCED IN MINIATURE FROM THE "DRY GOODS ECONOMIST."

MARRIAGE INDUCEMENTS.

"Whatever induced you to marry me, anyway, if I am so distasteful to you?" he asked fiercely.

"I think it was the advertisements," she said.

"The what?"

"The advertisements. The household bargains, you know. I thought it would be so lovely to go to the department stores and buy icepicks for 9 cents, real 8-cent dippers for

only 1 cent, and all that sort of thing. Of course I had no use for that sort of stuff when single."—*Furniture Worker.*

SHOULD UNDERSTAND HIS CUSTOMERS.

The advertiser should understand the habits of his possible customers as well as what mediums they are reading. He should know how they buy their goods and what are their tastes. —*Advertising Experience.*

TO A MAGAZINE COVER GIRL.
I'll not gainsay your beauty, for indeed
you're wondrous fair,
But tell me, oh, I pray you, how you
ever fix your hair?
It sweeps in wavy billows up and down
and 'round the page,
It winds you and it binds you in an
inky, silken page.

And, while you are about it, lovely type
of perfect grace,
Explain the way you manage to secure
your gown in place;
It's made of airy nothings, and it hardly
seems to touch,
And if you'll send a pattern I will thank
you very much.

I hope you won't be angry, but another
thing I'd know—
A question that perplexes me as seasons
come and go—
What do you call the flowers you invariably
wear—
Those little things like cabbages that
nestle in your hair?
—*Brooklyn Life.*

A DISTINCTION WITH A DIFFERENCE.

The trouble with the ornate printing is that the printer forgets that that printing is merely incidental; that it is subordinate to the subject of the matter; that it is designed merely to make the matter readable and plain. Printing, which may be very excellent and most remarkable as an evidence of mechanical skill and artistic taste, may be at the same time, and often is, poor printing from the advertiser's standpoint.—*New England Grocer.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISING scheme, \$30 a week easy. Plan 25c. STAN ALLEN, Amherstburg, Ont.

TRADE PAPERS wanted to fit cash customers. E. F. HARRIS, 150 Nassau St., New York.

PLAN for a \$3-a-day mail business sent for 10c. & FAX 3 mos. free. FAX, 901 Back Bay, Boston.

STEREOSCOPIC views wanted, both ordinary and French transparent. "AUTO," 580 Bourse, Philadelphia, Pa.

HUSTLING young N. E. pressman wishes new position about October 1. Goldings-Frouzout Universals. Steady. Address "P," Printers' Ink.

HALF-TONES (quality guaranteed). one col. \$1; 1/2 doz. 45. Two col. \$2; 1/2 doz. \$10. Larger, 15c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbia, O.

FERNALD'S NEWSPAPER MEN'S EXCHANGE searches out competent editors, reporters and adv'g men and recommends them to publishers. No charge to employers; registration free. 21 Beese Bldg., Springfield, Mass.

WANTED—Manager for advertising and subscription departments of afternoon paper in town of 15,000. Only experienced and thoroughly reliable man need apply. State salary expected. References. Address "SOUTH," care Printers' Ink.

ORDERS for 5 line advertisements 4 weeks \$10, in 125 Wisconsin newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

PRINTERS' INK is not satisfied with the paper it uses, and invites samples of better paper and prices. Address PRINTERS' INK, New York.

WANTED, a man who has been employed in an advertising agency or the advertising department of a large general advertiser, and is familiar with the mode and styles of electrotype and stereotype plates, the makers of them and their cost to advertisers, etc. Address "V," care Printers' Ink.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 108 Spruce St., New York. Service good and prompt.

MAILING MACHINES.

PAN-AMERICAN, Matchless Mailing, pat. Jul. '99. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd. 13 Spruce St., New York. Special prices to cash buyers.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 557 Greenwich St., N. Y.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued September 1, 1899. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

HALF-TONES.

ART ENG. CO., Riverdale, Md. Artistic and mercantile engravers. Send for estimates.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. ARC ENGRAVING CO., Youngstown, Ohio.

FOR SALE.

REPUBLICAN newspaper for sale in W. Va. Address "W. J.," care Printers' Ink.

MAGAZINE for sale. Mail order medium, making money. Neat printing plant. Cheap. Address P. O. Box 58, Bloomfield, Ind.

BUSINESS CHANCES.

TO enterprising merchants—I have an idea, no hackneyed advertising scheme, but a brand new business proposition to increase your sales \$250 or more, weekly, without additional outlay. Full details sent for \$1. CHARLES HAUGHEY SMALL, City Hall Building, Kansas City, Mo.

METAL MELTING POTS.

MORE and more are using our metal melting pots. More and more will use them. Pot and furnace in three sizes. Made of heavy cast iron. Write for booklet showing illustration, dimensions and prices. E. W. BLATCHFORD & CO., 54-70 N. Clinton St., Chicago. Linotype, stereotype and electrotype metals, metal melting pots, etc.

NEWSPAPER BARGAINS.

A DANDY weekly in New York, \$2,500 cash. One for \$2,000.

Two weeklies in Northern New England (two plants, one owner, a monopoly of the territory); requires about \$4,500 cash. A great business.

Two well located weeklies in New England, \$3,000 each—one-half cash.

A good daily in Tennessee—\$7,500—one-half cash.

One of the best and largest dailies in New England. Such an opportunity is seldom offered.

\$50,000, easy terms to a reliable newspaper man. Three great chances in the West—dailies and weeklies.

Several other good opportunities. Send for my special list.

C. F. DAVID, confidential broker in newspapers, Abington, Mass. 25 years' experience.

PRINTERS.

1,000 LETTER-HEADS and 1,000 envelopes, Samples free. 6 1/4, printed on fine paper, 5¢ cash. H. S. LEWIS, Beaver Falls, N. Y.

CAMPBELL PRESSES—If you are looking for a bargain in a cylinder press here it is: Campbell Oscillating Job and Book Press No. 3, printing form 33 x 48, two or four rollers, speed 1,500 to 3,000 per hour. A good opportunity to procure a fine press at a very low price. Price and complete description on application. Address H. A. ROGERS, Cadiz, Ohio.

BOOKS.

▲ HOT TOMOLLIE!

A SMITH—Have you seen it, old sport! Jones—What 'tis it is! Smith—Why, "SHORTS," the great sensational book of the season. It's the richest, rarest and raciest thing that ever came over the pike. Jones—Where can I get a copy of this wonderful book? Smith—Send 12 cents in stamps to the MONITOR COMPANY, P. O. Drawer 187, Cincinnati, Ohio, and they will send you a copy by return mail.

ADVERTISING NOVELTIES.

NOVELTY calendars. CHICAGO ENVELOPE CLASP CO., Buchanan, Mich.

ENTIRELY new line for 1900 now ready. Or ders for fall delivery should be placed at once. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

FOR the purpose of inviting announcements of Advertising Novelty, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MECHANICAL calculating pencil. Ad novelty that sticks to business. Rich possibilities for mail order. 1,000 lots with name, 5¢. Samples post-paid, 10¢. PERRY, 199 La Salle St., Chicago.

WANTED—Advertising novelties and specialties; manufacturers and importers reach the trade direct through me. Correspondence invited. CHAS. B. ATWATER, Springfield, Mass.

ADVERTISING MEDIA.

GENERAL INFORMATION, Binghamton, N. Y. 5¢. line. Close 24th. Sample for stamp.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brooklyn, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J. 5¢. line. Circ'n 4,000. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to receive the paper for one year.

THE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. F. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

SUNSHINE HERALD. A monthly household magazine for the whole family. A live, up-to-date paper. Interesting, neat. Each issue mailed 25th month preceding date of paper. No back numbers. Price is right. 3¢. per year. Single copies 5¢. It pays to have a good friend. Fake advertisements not taken. Advertise rent rates 35¢. per inch; 10 inches to column; 3 columns to page. No discount allowed for space or time. Cash always in advance. Yearly contracts 50 per cent discount. Cash in advance. Forms close 1st mo. preceding date issue. SUNSHINE HERALD, 292 Graham St., Brooklyn.

ADVERTISEMENT CONSTRUCTORS.

MOSES & HELM, 111 Nassau St., N. Y.

WHITE, C. V. WHITE, Burke Bldg., Seattle, Wash.

PATENT medicine pullers. ARTHUR E. SWETT, 23 Hamilton Ave., Chicago.

SNYDER & JOHNSON, Adv. Writers and Agts. Chamber of Commerce, Chicago. Write.

10 ADS 50¢. Printed. Any retail line. Get them. TAYLOR & RICHIEY, Cannelton, Ind.

PROFITABLE ad matter written. Write CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

I'VE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

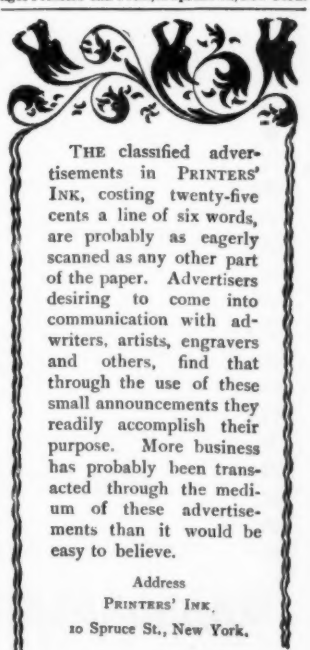
NOT cheapness but goodness. The best plain English ad constructor in the market. MISS WOODLE, 6 Wall St., N. Y. Tel. 3001 Cortlandt.

PARKS' ADS—the best money can buy. Business bringing ads, booklets written, illustrated, printed. Advertising placed in magazines. PARKS, 432 Park Row Bldg., New York.

I WANT thirty cents and a copy of your ad (10 inches or less); if I can't improve it 50 per cent you get your three times back. FRANK HOCKING CHAPLIN, 245 Abbott St., Detroit, Mich.

POETICAL publicity—a good thing when prepared by one who knows how. It can be made catchy, distinctive, convincing. Your ad "stands out." Samples and suggestions free. DAN BRUMMITT, Madison, N. J.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager PRINTERS' INK Press, 10 Spruce St., New York.



THE classified advertisements in PRINTERS' INK, costing twenty-five cents a line of six words, are probably as eagerly scanned as any other part of the paper. Advertisers desiring to come into communication with ad-writers, artists, engravers and others, find that through the use of these small announcements they readily accomplish their purpose. More business has probably been transacted through the medium of these advertisements than it would be easy to believe.

Address
PRINTERS' INK,
10 Spruce St., New York.

Service

In Street Car Advertising as in every business there's a first. Many claim this position, only one can occupy it.

Here are a few incontrovertible facts:

Legitimate Street Car Advertising was founded by the late Wm. F. Carleton, nearly 25 years ago. His system, with some improvements, is still to-day the best and in its completeness is only used by our concern.

We control to-day the greatest list of America's leading cities; look at list on opposite page.

We give our advertisers service that none approach because they don't run their plants on the same lines as ours.

We have 13 branch offices (several connected by long distance telephone), our own employees—men, not boys, with uniform caps and badges, to insert cards, inspectors to see that the work is properly done, and that our cards are always the cleanest, neatest and best appearing of any in the world.

We don't employ car washers or house men at cheap salaries to save money, because they lack experience in arranging the cards and necessarily have to do the work when they get a chance.

Our resident managers are men of experience, intelligence and ability that comes of long service in our employ; a friendly rivalry as to whose cars look best and the promptest insertions and reports of the same goes far to maintain our supremacy above all others.

Geo. Kissam & Co.,

MAIN FLOOR POSTAL

13 Branch Offices.

We are in the Street Car and Elevated Railway Advertising Business exclusively and give our entire time and attention to maintain our supremacy.

Cars controlled by direct lease are as follows:

	Cars.		Cars.
New York City,	19	Trenton, . . .	40
Brooklyn "L,"	322	Elizabeth, . . .	8
Brooklyn Surface,	75	New Brunswick, . .	20
Albany, . . .	80	Pittsburg and Allegheny,	165
Schenectady, . .	7	Erie, . . .	31
Utica, . . .	30	Chicago (N. & W. side),	1,375
Rochester, . .	125	Aurora, . . .	12
Buffalo, . .	450	Elgin, . . .	15
Niagara Falls,		Springfield, . . .	22
Lockport, . .		Cincinnati, . . .	700
Tonawanda,		Columbus, . . .	100
Amsterdam, . .	6	Hamilton, . . .	14
Newburgh, . .	10	Minneapolis, . .	200
Jamestown, . .	23	St. Paul, . . .	150
Johnstown, . .	12	Stillwater, . . .	25
Gloversville,		Duluth, . . .	50
Herkimer, . .	6	Milwaukee, . . .	200
Mohawk,		Madison, . . .	10
Ilion, . . .		Denver, . . .	250
Newark, . . .	40	Hamilton, Canada,	30

253 Broadway, New York.

TELEGRAPH BUILDING,

Long Distance Telephone Connection.

The Street Cars of **CLEVELAND.**

Here's a healthy place for advertisers—the *one* great city between New York and Chicago—a veritable maelstrom of prosperous industries—an immense, eager, buying market unrivaled anywhere. One of the six greatest cities of America—16 miles in length with 6 miles in breadth. More than 450,000 population, with whom the Street Cars are not only a necessity but to a large extent a luxury—for pleasure parties and individual riding through the beautiful suburbs and parks and along the lake frontage. Twenty lines of Street Cars with more than 700 cars daily operated in Cleveland. Note a few of the features in Cleveland's greatness:

Taxable valuation of city property \$150,000,000.00.

Combined banking capital \$20,000,000.00.

150 miles of paved streets.

275 miles of sewers.

2,500 manufactories, employment to 75,000 persons, making over 100,000 dif-

ferent articles of value over \$100,000,000.

300,000 volumes in the public libraries.

245 churches.

275 miles of sewers.
 2,500 manufacturing, employment to 75,000 persons, making over 100,000 dif-
 ferent articles, a million in value, \$100,000,000, and more than 100,000 pupils.
 300,000 volumes in the public libraries.
 245 churches.
 Largest ship-building plants on the great lakes.
 80 per cent of the tonnage used in the iron ore traffic is owned in Cleveland.
 150 daily trains arrive and depart from the Cleveland depots.
 12,000,000 tons of freight received annually, 7,000,000 tons of freight forwarded
 annually.
 Cleveland's nine railroads represent all the great systems of the Middle West.
 Cleveland is the most important center on the great transcontinental highway
 of commerce and travel.

And the half has not been told.

Think what an opportunity for profitable advertising the Street Cars of
 Cleveland offer. Aren't you anxious to get into this hotbed of prosperity?
 May we not come to you with the details of space and price?

Western Offices:
99 Woodward Avenue,
DETROIT.



EASTERN OFFICE:
220 BROADWAY,
NEW YORK.

CLEVELAND OFFICE, 55 EUCLID AVE.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, OCT. 4, 1899.

ONE advertising lie will spoil the effect of fifty truths.

As a rule, black ink on white paper makes the most attractive contrast.

GOERZ TRIEDER GLASS ad (see p. 83, *Scribner*) is a good example of utilizing popular interest in a coming event to attract attention to one's own wares.

THE postal card, sent through the mails with an advertisement on its back, possesses the advantage of cheapness and ease of handling and upon its arrival is apt to get a hasty glance—which is all it is entitled to.

THE Petaluma (Cal.) *Argus* publishes the following editorial:

The two old fossils who run this paper have been in the business for half a century. The health of one has failed and the other is losing his eyesight. A couple of vigorous young men could buy the concern for one-third of its actual value and make some money out of it. But little cash required.

RAND, McNALLY & Co., the Chicago publishers, put in their books a book-mark with the following inscription:

About this volume you have bought;
When read, pray place it on your shelf,
And lend it not; your neighbor ought,
Like you, to buy it for himself.
Lend him whatever else you choose—
Your cash, to buy the book unread,
Your gloves, hat, trousers, toothbrush,
shoes—
But not the Author's brain and bread.

THE reduction in the price of *Harper's Magazine* to twenty-five cents a number has been the subject of learned comment in not a few journals devoted to advertisers and newspaper men. There is, however, nothing mysterious about it. The Harpers have come to recognize that smaller prices and a larger volume of business is the order of the age. Their magazine is far too excellent a publication to have its circulation limited and handicapped by a price that the ordinary public is not willing to pay. So they have brought the amount necessary to obtain it nearer to the people's pecuniary capacity, and will probably find its circulation increasing. Perhaps it may increase to such an extent that eventually advertisers may be furnished with a statement of circulation, and not be left in the dark, as at present, in regard to the number of copies disposed of each month. If such figures were furnished to-day, it would probably be discovered that the circulation of the magazine is far less than is generally supposed.

HOPE, the New York confectioner, closes every Tuesday throughout the year. Asked relative to this, he contended it was merely a practical business proposition. "In Nottingham, England," said he "the bakers, confectioners and grocers select Thursday, their dullest day, and do no business on it. I have chosen Tuesday, my dullest day, and neither here in the store nor at my factory do we ever work on that day. To offset this, however, we keep open all day on Saturday throughout the entire year (Saturdays, even in summer, are my best days), and I grant none of my employees the two weeks summer vacations which I used to allow. I find that my present plan is a distinct gain, and I wish that one entire day during the week were universally made into a holiday. I think the community would be the gainer. My experience confirms me too in the conviction that fully as much is produced in five whole days' work as under the present conditions of five and a fraction."

THE Osterman ad in *Scribner's* for October is worth looking at.

THE advertisement that talks too much is apt to bore as readily as the man who has the same fault.

A NEW YORK confectioner who several years ago sold his candies at one dollar and twenty cents a pound, afterward reduced that price to fifty cents. In response to an inquiry he said that the candy now sold at half a dollar was identically the same in quality and quantity as that previously sold at a dollar and twenty cents, and that more money was made in selling it at the lower price than at the other, the volume of business being so greatly increased. This fact illustrates what PRINTERS' INK has frequently made plain: that the most money is to be made in business transactions where the margin of profit is small and the volume of trade large.

ONE of the Little Schoolmaster's correspondents writes that when Mr. M. F. Hanson, for ten years advertising manager of the *Philadelphia Record*, recently left that newspaper to become business manager of Mr. Wanamaker's *North American* the employees of the *Record* banked his new desk with flowers and a silver inkstand. The correspondent lauds Mr. Hanson's modesty and ability, and ascribes to him much of the success of the *Record* in securing its excellent advertising patronage. He feels that with Hanson at the helm, the *North American* will soon shorten the distance between itself and its more prosperous competitors. He says Mr. Hanson is but thirty-two years of age, and consequently brings to the enterprises with which he connects himself the vim and vigor of youth. Among other things the correspondent remarks that the *North American* has recently been gaining fast, because of its constant war on the corrupt politics of the Keystone State. He closes with some lines of admiration for the advertising patronage of the *Philadelphia Record*, which he remarks is the envy of publishers.

Profitable Advertising publishes and waxes enthusiastic over the following definition by Mr. Bert M. Moses:

Let me tell you briefly my idea of a good "ad." First of all it must convey a definite message. It must be so plain that a little child can understand it. It must have an honest ring to it. It must sound true and reasonable. It must be worded in a manner that interests. If all these things can be combined, a desire for the article advertised will be created, and a sale will result. If the buyer finds the article approximately as good as the advertisement says it is, a second, a third, an indefinite number of purchases will result. What you say comes first of all; how to display the words and make them attractive comes next. A familiar quotation is good sometimes. A homely expression is good another time. There are times when ten words are abundant, and other times when a thousand words are too few. The object should be to convey a message that people ought to know, and when that message is completed it should stop right there. Knowing when to stop is really as much of an art as knowing how to begin.

A LONDON correspondent of PRINTERS' INK says that Americans who desire to introduce goods into the British Isles do not attain as much success as they might because they evince an unwillingness to adapt their methods to local peculiarities and characteristics. For this reason, says he, the Germans, with considerably more English prejudice to combat, but with a greater understanding of what is required, are succeeding much better than Dewey's countrymen. Another drawback which he mentions, is the belief in "the States" that there is no method of determining the standing of merchants, when as a matter of fact, there are three commercial agencies, each of which will furnish reports in Bradstreet style for an annual subscription of about ten dollars and twenty-five cents for each report. There is also in process of formation (so says our correspondent) a firm whose object will be to furnish to American manufacturers reports on the condition and prospects of trade here in their respective lines, such reports to cost one dollar and five dollars, the latter amount securing considerable detailed information. All of which is given here for what it may be worth.

UNEEDA BISCUIT is being advertised just now more by its imitators than by its originators.

CATCH PHRASES.

WOONSOCKET, R. I., Sept. 25, 1899.

Editor of PRINTERS' INK:

I write to ask you if there is published anywhere a book which gives headings for advertisers. That is, a book giving in alphabetical order, sentences and phrases, for instance, like "A word to the wise is sufficient." I mean a book on which advertisement writers could draw for texts, as it were. Any information on this head will be appreciated. J. EARLE BROWN.

"Helps Over Rough Places," published at one dollar a copy by E. J. Salt, advertising manager of F. & R. Lazarus & Co., Columbus, Ohio, is a book devoted entirely to catch phrases, etc., for advertisers. If, however, you want a book of popular quotations from literature, examine the Hoyt-Ward Cyclopaedia of Quotations, published by Funk & Wagnalls, New York.—[ED. P. I.]

GETTING A NAME.

SOUTH McALESTER, IND. TER., Sept. 22, 1899.

Editor of PRINTERS' INK:

We are looking for a suitable name for one of our lines of men's shoes; could you kindly suggest one to us? Thanking you in advance for the favor, we are, Truly yours,

BEN WOLF & Co.

The best way to get a name for an article is to insert an advertisement in the classified columns of PRINTERS' INK, offering a prize for the best name submitted. In this way you are apt to secure several hundred names from which to select, while paying only for the one that you use.—[ED. P. I.]

"CONDENSING."

WITH A PRACTICAL DEMONSTRATION.

By Clifton S. Wady.

There is an eternal law of evolution going on everywhere, year after year and age after age.

This law operates to eliminate the unessential in things.

It takes away the tares from the wheat; it removes the brambles and leaves the vine; it everywhere eliminates the superfluous and leaves the "solid."

It "condenses."

When we recognize this law as applicable to all things constructed

of Nature or of man, we are ready to apply the principle in the preparation of ad matter, and will cut and prune vigorously, and mostly with decided benefit in the result.

To come at once to a practical example, take this ad of ready-made clothing which I have just written:

19 July

"Sweat-shops."

You know about them, perhaps?

Heavy-eyed consumptives working hopelessly on ready-made clothing—holding it in their death-tinctured touch far into the small hours of the morning.

Work cheap?

Yes; but you don't get the profit—others get it.

You get the diseases!

We don't believe in sweat-shops. We conduct our own work-shop on the floors above our airy sales-room.

Look this up.

A C YATES & Co

Chestnut and Thirteenth.

To briefly analyze this ad:

It contains but three essential statements. These:

1. We don't believe in sweat-shops.
2. The money saved there doesn't get into your pocket.
3. The risk of disease is great.

Now, in seeking to condense the ad as first written, this helps us immensely. We have now but to embody those three statements in an ad which shall read "right" and say just that.

Such an "improved" ad follows:

19 July

No sweat-shop clothes for us! What say you? You get the diseases; not the money.

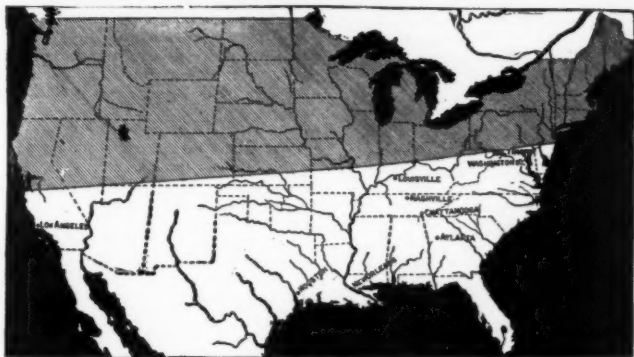
A C YATES & Co

Chestnut and Thirteenth.

This last ad was written by a man having the reputation of being among the very best adwriters in the world.

In order to logically develop my argument I have worked backward! *i. e.*, I clipped the small ad from a daily paper and wrote the longer one myself, with a view to demonstrating that the shorter one was written consciously or unconsciously, by a process of mental elimination.

THE SOUTHERN SUGAR BOWL.



THE SOUTHERN SUGAR BOWL.

In PRINTERS' INK of March 8th the announcement was made that PRINTERS' INK would shortly award a solid silver sugar bowl to the newspaper published south of a line drawn from San Francisco to St. Louis, thence to Cincinnati, thence to Philadelphia and thence to the Atlantic Ocean that gives an advertiser best service in proportion to the price demanded of him. The territory specified includes the cities of Washington, Baltimore, Louisville, Richmond, Atlanta, Nashville, New Orleans, Dallas, Houston and Los Angeles and others of considerable commercial importance.

An object of the competition, aside from the award of the trophy to the right paper, was to secure from the newspapers deeming themselves eligible a statement of the facts upon which they based their claim. Such communications are of interest to advertisers. Every competition of this character which the Little Schoolmaster has instituted has brought to light interesting facts concerning extremely low rates, or perhaps, extremely high, the real significance of which had not been previously discerned.

The pitting of rate against rate, circulation against circulation,

quality against quality, has its uses. Occasionally a newspaper, which, standing alone, has appeared very big, suddenly seems to diminish in size and importance when compared with others which have grown in the interval since the advertiser had mentally placed it in relation to its competitors. Every now and then some new paper comes forward in the race in a manner to compel a readjustment of views.

The value of a newspaper to an advertiser is relative. It depends upon the people he wishes to reach, the article he has to sell and the skill with which he prepares the announcement that is to influence custom. Taking it for granted, however, that an appropriate medium has been selected, that through it is offered a commodity which should interest the public to which the medium goes, and that the announcement is one calculated to interest the public sought, the first consideration that will be considered in attempting to determine the comparative value of the medium will be the price it charges for its space.

Important as the price for space is, however, it is not the only factor. The paper with the lowest rate may be so destitute of character, and reach so poor and undesirable a class, that its worth to the advertiser is not as great as another newspaper whose rate is

nominally twice as high. To determine how the rates of various publications stand in relation to one another, one naturally proceeds to ascertain the rate per line charged for each thousand of circulation. In the table here reproduced may be seen the names of the publications deemed eligible, their circulations and the rate per line per thousand circulation.

Los Angeles (Cal.) Times.....	26,131	.0011
Norfolk (Va.) Virginian-Pilot..	8,060	.0012
Washington (D. C.) Times....	49,233	.0013
Baltimore (Md.) Mor'g Herald.	33,499	.0014
Chattanooga (Tenn.) Times....	9,310	.0014
Houston (Tex.) Post.....	16,394	.0014
New Orleans (La.) Item.....	18,336	.0014
Washington (D. C.) Star.....	33,149	.0015
Atlanta (Ga.) Journal.....	30,665	.0016
Baltimore (Md.) News.....	31,886	.0016
Louisville (Ky.) Times.....	33,400	.0019
Nashville (Tenn.) Banner.....	14,930	.0020
New Orleans (La.) States.....	17,012	.0021
Richmond (Va.) Dispatch.....	10,025	.0023
Memphis (Tenn.) Com. Appeal	20,508	.0024
Atlanta (Ga.) Constitution.....	23,216	.0029
Baltimore (Md.) American.....	12,500*	.0046
Louisville (Ky.) Courier-J'n'l..	12,500*	.0078
Baltimore (Md.) Sun.....	20,000*	.0100
Dallas (Tex.) News.....	4,000*	.0127
Galveston (Tex.) News.....	2,250*	.0222

*Estimated by the American Newspaper Directory.

As a preliminary basis of comparison the rate of the Washington *Star* was selected, and whenever a newspaper had a higher rate than the *Star* and did not claim a higher quality of circulation to offset the difference, its elimination was discussed. Very little disposition is shown by newspaper men to claim a higher quality than they would accord to the Washington *Star*. To do so would involve a degree of courage and recklessness apparently not very widespread among journalists. The Baltimore *News* claimed, however, that the *Star's* rate did not include changes while its own did, and that therefore its rate was lower than the *Star's*, a contention that was allowed for the time being. To the test of comparing their charges to the *Star's* all the competitors succumbed, as can be seen from the table above, except the following:

Los Angeles (Cal.) Times.
Norfolk (Va.) Virginian-Pilot.
Washington (D. C.) Times.
Baltimore (Md.) Herald.
Chattanooga (Tenn.) Times.
Houston (Tex.) Post.
New Orleans (La.) Item.
Baltimore (Md.) News.

When in addition quality and

local conditions were taken into consideration, the necessity for further elimination was readily seen. Thus, the *Item* of New Orleans could hardly be deemed to occupy a representative position in a city that possesses also the *Picayune* and the *Times-Democrat*; the Chattanooga *Times* was not published in a territory that was deemed so specially populous and desirable as would be necessary in a winner of the Southern Sugar Bowl; the quality of the Washington *Star* was believed to more than offset the difference in rate between it and the *Times* in the same city. In the case of the Baltimore *Herald* the same comparison and result were believed to apply. This left as competitors:

Washington (D. C.) Star.
Los Angeles (Cal.) Times.
Houston (Tex.) Post.
Baltimore (Md.) News.
Norfolk (Va.) Virginian-Pilot.

So far as the character of circulation is concerned the five papers named may be considered about on a level. They are all issued in thriving communities and the best people and the worst as well perhaps all read them. As to the "quality" of the Los Angeles *Times* and of the Washington *Star* as newspapers, it is known and acknowledged everywhere. The Houston *Post* may not be on quite so high a level, but whether it is or not it will be so considered for present purposes. The *Virginian-Pilot* may also be considered for the present as being equal in quality to its competitors; so may the Baltimore *News*.

All that remains then is to compare the rates. Of these those of the Los Angeles *Times* are the lowest. In 1898 the net circulation of this paper was 26,131, and the lowest rate is forty cents per inch, making a line cost per thousand of circulation .0010 plus or approximately .0011. The rate of the Norfolk *Virginian-Pilot*, as claimed by itself in PRINTERS' INK of June 14th, is .0012. As its field and quality is not better if so good as that of the Los Angeles *Times*, the *Virginian-Pilot* must be eliminated. The Houston

Post, with a quality of circulation certainly not higher than that of the *Los Angeles Times*, also asks a higher rate for space. The *Houston Post* must, therefore, be dropped from the list. The *Baltimore News*, with a field probably not superior to the *Los Angeles Times*, charges over fifty per cent more for space. The *Baltimore News* must, therefore, be dropped out. All that remains now are the *Los Angeles Times* and the *Washington Star*. Of the quality of the latter there is no question. If the *Los Angeles Times* stands on as high a level it certainly occupies a proud position. But in the matter of rates there is considerable difference between the two, and that difference favors the *Los Angeles Times*. The *Star* claims its lowest rate to be .0015 per line per thousand circulation. This rate does not, however, include changes or cuts, which every intelligent advertiser makes and uses. The charge for changes and cuts is really an anachronism with which the *Star* should dispense. When the charge for changes is added, the *Star's* lowest rate is six and one-half cents per line, or over .002 per line per thousand of circulation, approximately twice as high as that of its California rival. The only question that arises in this connection then is, is the *Star's* quality, its influence with its readers, so much greater than that of the *Los Angeles Times* as to make its rate really as favorable a proposition for the advertiser as the *Times*? To this question the Little Schoolmaster feels bound to reply that he deems the quality of both, so far as they have a bearing upon value to an advertiser, to be actually equal. As indicating the difference which the *Star's* extra charges for changes and cuts make in a yearly contract it may be noted that an ordinary six inch double column advertisement, half reading and half cut, with daily change, would cost in the *Washington Star* for 312 days \$5,372.64, while in the *Los Angeles Times* the charge would be \$1,872.

The conclusion that these facts lead to is that the *Los Angeles*

Times is entitled to the Southern Sugar Bowl. To that newspaper PRINTERS' INK awards the proud position of being the one newspaper that gives an advertiser best service for his money, in proportion to the price charged, in all that portion of the United States situated below a line drawn through the map from San Francisco through St. Louis, Cincinnati and Philadelphia to the Atlantic Ocean. To secure this trophy is indeed an honor. To have been considered a likely competitor for it, is a notable distinction. Those who have over-estimated their comparative merits may console themselves by the thought that through this competition many of their virtues have been heralded to an attentive public, through a medium which that public reads with ever increasing interest.

The Southern Sugar Bowl Contest is closed.

ONE MAN'S VIEWS.

Newspaper advertising is the most expensive form of publicity, and enjoys the admitted advantage of bringing quickest results. All leading general advertisers unite in saying, however, that as a rule newspaper rates are too high, and that it requires judgment born of long experience to make that class of advertising pay.

In the large cities poster advertising is becoming more popular with all classes of advertisers in the United States, on account of its cheapness compared with newspaper rates.

And it may be said also that the best weeklies and monthlies are becoming more popular here, as they have become in England. It is safe to predict that within thirty or forty years the great daily newspapers in the United States will resemble the large London dailies more and more, and become classified daily directories.

In the meantime, methods of advertising outside of the newspaper field will become more popular in this country, as they have become in Europe. This condition will cause advertisers to curtail space in the newspapers, and use it under classified headings.—*The Advisor*.

THE REASON.

"I'd like to find some business that isn't over-crowded."

"If you do you'll probably find that there isn't anything in the business to attract a crowd."—*Puck*.

"WELL, did you have a good trip?"

"No. Merely sold a lot of goods to men that wanted them."

"What on earth do you consider a good trip?"

"Selling a lot of goods to men who don't want them."—*Chicago Record*.

HOW CLOTHING ON CREDIT IS ADVERTISED.

MR. CAREY, OF CAREY & SIDES, GIVES A BRIEF HISTORY OF THE FIRM'S ADVERTISING—THE CLASS OF CUSTOMERS ATTRACTED—THE MEDIUMS USED—A BIG BUSINESS BUILT UP—"L" ROAD AND POSTER ADVERTISING—ADVERTISING IN BRIGHT AND DULL SEASONS.

If almost any inhabitant of Greater New York should think of buying clothing on credit the first name that would occur to him in that connection would be that of Carey & Sides, of Fourth avenue and Ninth street. Because he would remember that he had seen that name advertised in connection with clothing on credit, in the newspapers, the street and "L" road cars and on posters and fences for the past fifteen years. As this firm is by far the most liberal advertiser of any in its line, a reporter from PRINTERS' INK recently sought out Mr. Carey, and asked him some questions about his business announcements.

"We have been about fifteen years before the New York public," said Mr. Carey, "and during that time we have managed to build up a nice business, the most of which is permanent. We started out with the idea that we would have to advertise to get business, and we have continued to advertise in order to keep it. We advertise all the year round, in a sense, but only lightly during four months of the year."

"Which months?"

"January and February of the winter season, and July and August of the summer season. These are dull months in our business anyhow. The first two are right after the Christmas holidays, and the last two are the regular vacation months here in New York. Still, we merely reduce our advertising during those periods, we do not stop it. In the other eight months of the year we advertise pretty strong."

"What papers have you used, Mr. Carey?"

"Most of the city papers and occasionally one in Brooklyn or some of the suburban papers.

Our spaces run from eighty to two hundred lines."

"Which do you think are the best mediums for your purpose?"

"Really I could not tell you. You see we have to reach the middle classes. The very rich have no use for us, and we have no use for the very poor. What we want is the well-to-do working classes. They are the best payers, and they also have an ambition to dress well. They find us of great service to them, and they not only patronize us themselves but tell their

AMERICA'S LARGEST CREDIT CLOTHIERS AND TAILORS.

CAREY & SIDES

56-58 4th Ave.,

CORNER NINTH ST.

MEN'S AND BOYS'

CLOTHING

ON

CREDIT.

READY MADE AND TO ORDER.

IT'S EASY to dress well, even though your cash is limited for the time being. The easy means to obtain what you want is best explained in our matchless CREDIT system, which is yours to use without a cent's extra charge.

Our "NO EXTRA-CHARGE" CREDIT says:
: tem differs from all others in that it performs :
: all that its name implies. Why hesitate to :
: use it, when you can get exactly the same :
: values here on CREDIT which are offered :
: elsewhere for CASH? :

WEEKLY AND MONTHLY PAYMENTS.
Ready-Made Suits and Overcoats, \$10, \$12 and \$15. TO ORDER, \$16, \$20 and \$25. Boys' Suits, \$3 to \$12. Men's Hats, Tuxedo and Full Dress Suits, silk lined, to order, \$30, \$35, \$40.
Write for terms and particulars.
Open Saturdays until 10.30; Mondays, 9.

friends about us. I know that many a single sale has brought us two or three extra customers."

"Have you any means of tracing results?"

"No, we have never tried to do so, but we feel fairly confident that if our ad goes into such papers as the *Sun*, *Times*, *Daily News*, *World* and *Journal*, that it must be seen and read. Moreover, after a special ad has gone into all the papers we invariably find that the next few days are particularly busy ones in the store.

In short, we know that the advertising is paying or otherwise we should not continue."

"If it is a fair question what is your annual advertising appropriation, Mr. Carey?"

"Well, it varies. The most we have ever spent for newspaper advertising is \$21,000. That is a pretty good allowance for a small firm in one city."

"What other forms of advertising have you tried?"

"We have been a long time in the 'L' road cars, both here and in Brooklyn, and also in some of the surface cars. I think that it is good advertising for our line, as a man can sit and read the card before him, and he becomes gradually impressed by it. Although we never ask the question of our new customers, we are often told by them where they saw the advertisement, and quite a number have mentioned the cards in the street cars."

"Do you use any of the foreign papers—those printed in foreign languages?"

"Yes, we always use the *New Yorker Herald* to reach the German element, and we think it pays us. Somehow, even an English-speaking German seems to be more impressed by an ad that he reads in his native tongue."

"Have you done anything in the way of distributing booklets or circulars to the public?"

"Prior to the law coming into effect prohibiting the insertion of advertising matter in the mail boxes of houses and flats, we often used to organize a regular house to house distribution of our literature through the various boroughs in the city. But the police intervened when the law was passed and so we stopped it."

"In your newspaper advertising do you use cuts?"

"Yes, when we have anything new to show. I believe a cut makes a greater impression on a person than a page of dry matter. Moreover it gives a man an idea at once of what a garment looks like. This idea we carry out still further in our posters. You may notice men stand and look closely at the posters. They are being drawn to do so by the pictures of the swell coat or overcoat or nobby pants."

"Are you a reader of PRINTERS' INK, Mr. Carey?"

"Oh, yes, and some of its 'babies' also. I get quite a lot of valuable information from its pages too, and think it a very interesting little publication."

JOHN S. GREY.

A DISTINCTION WITH A DIFFERENCE.

It's well to give your rival your attention but give him no advertising.—*Boyce's Hustler.*

SOME one in your line will advertise to your consumers. In self-defense you must advertise to keep if not to increase your trade.—*Advertising Experience.*

The O'Neill Store
6th Ave., 20th to 21st St.
Everything IN Dry Goods and House Furnishings
See Advertisements in
Staats-Zeitung.

THE NEW YORK "STAATS-ZEITUNG" IS ISSUING A SERIES OF STREET CAR CARDS, ON EACH OF WHICH IS REPRODUCED THE NAME OF A PROMINENT DEPARTMENT STORE IN THE STYLE OF TYPE IT USUALLY USES, FOLLOWED BY THE WORDS, "SEE ADVERTISEMENTS IN 'STAATS-ZEITUNG.'" THEY MAY BE CONSIDERED DOUBLE ACTION ANNOUNCEMENTS, ADVERTISING BOTH THE STORE MENTIONED AND THE PAPER.

IN READING, PA.

READING, Pa., Sept. 21, 1899.

Editor of PRINTERS' INK:

What do you think of the inclosed

LADIES, READ THIS, THERE IS MONEY IN IT.

There is butter as sweet as clover

And yellow and pure as gold,

The finest and sweetest butter

That ever was bought or sold;

And Eggs just fresh from the country,

Before they are fairly cold—

At Miller's.

There is Ham just as sweet as sugar,

Real rosy and tempting each way;

And Bacon and Dried Beef and Bolognas,

The finest in Reading, they say;

Just any Smoked Meats of the choicest

You find in the market to-day—

At Miller's.

There is Poultry real fat and real tender,

Alive or Dressed, just as you please;

Turkeys and Chickens and Guineaas;

In season fine Ducks and Geese;

And Lard that is pure as butter,

And just the most excellent Cheese.

At Miller's.

Now when you want Produce hereafter,

Produce of the best every kind,

And are not quite sure where to go to,

The very best produce to find.

Where you get honest weight and good measure,

Just bear our counsel in mind.

And go to Miller's new Produce Store,
304 Penn St., Reading, Pa.from the *Eagle*?

W. A. D.

AN ADMIRER OF P. I. JONSON.

TRENTON, N. J., Sept. 20, 1899.

Editor of PRINTERS' INK:

What's the matter with Jonson? I don't buy ink, but I have read his advertisements every week for some years, and to-day's issue is the first in which he has ever approached to repeating himself. He has repeated his last week's ad, and I don't like it. His page has always been the most interesting department of the paper to me, not excepting that of the vertical Bates. The ability he has displayed in telling the same story, week after week, in a different way each time, has filled me with wonder. He is a model for preachers to copy—and church treasurers, too. Yours truly,
E. M. FERGUSSON.

WHY?

The coffee wholesaler won't buy coffee until he assures himself as to the quality of the coffee; the wheat dealer tests the quality of the grain before buying it; the clothier feels the texture of the goods he is about to buy; the shoe dealer wants to know that the shoes he is buying are sold through-out; the jeweler doesn't buy diamonds with his eyes shut; why will a keen business man buy advertising and neglect to inform himself on all the essentials of the purchase? Why will he buy advertising and remain in ignorance of the most important point—circulation?—*Davenport (Ia.) News.*

IN BROOKLYN.

NEW YORK, Sept. 19, 1899.

Editor of PRINTERS' INK:

This is the way a Brooklyn primary

Lest You
Forget,
We Say It Yet:
We
Don't Want
Dady.

Vote the ticket headed SIMEON B. CHITTENDEN.

Primary Tuesday, 2 to 9 P. M.

Republicans First Ward.

candidate is advertising for votes.

Yours truly,

EARNEST ELMO CALKINS.

A VIEW OF THE BILLBOARD.

In all parts of the country the feeling against the billboard nuisance is becoming more intense. The average billboard is an offense to the eye and taste, and the business man has no more right to offend the public's sight than he has to shout his wares into their ears at all hours of the day or night, or than he has to pollute the air they breathe or the water they drink.

There is no arbitrary rate which an advertiser can afford to pay for space. An advertiser can afford to pay one paper a great deal more per thousand circulation than he can profitably pay another, simply because one paper reaches the class of people to whom he wants to talk, while the other may not. Comparisons of rate cards without a similar comparison of results, means nothing. Whether a paper's rates are high or low depends upon the pulling power of the paper. In other words, the advertiser buys kind and quality, and not quantity alone. If a publisher knows anything at all about his business he can get practically an unlimited circulation of a certain kind, but how well such circulation pays an advertiser depends entirely upon what line of goods the advertiser is pushing. Circulation statements, truthfully made, are an important indication of a paper's value, but they are only one indication.—*Agricultural Advertising.*

IN TRADE JOURNALS.

Trade journals furnish the most glaring examples of misguided advertising instinct. Newspaper publishers, who are supposed to be authorities on the subject of advertising, publish their announcements in trade journals hardly ever read by any one outside of their craft. Breeders of fine stock advertise year after year in trade journals read almost exclusively by competitors having the same class of goods to sell, simply because they have seen other breeders' cards in the *Breeders' Own*, and, perhaps, because they like to see their name in a paper read and patronized by "the other fellow."—*Agricultural Advertising.*

SPASMATIC advertising was never known to build up a business; continuous advertising has done it thousands of times.—*The Advertising Man.*

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

During the time that this department was taking its vacation I received between one hundred and two hundred letters from persons asking advice, or sending matter for reproduction or criticism. Many of these questions, etc., are of such a nature, that in order for the answers to be of service to the writers, they should have been published long ago. It is manifestly impossible and unprofitable for me to now take up all these letters and answer them. A few of the letters not too far back, will be answered in the near future. The others I cannot undertake to publish. If the writers are still anxious for answers, they will have to signify it by repeating the questions.

Charles F. Jones, New York:

Am a reader of PRINTERS' INK, kindly given to me by a weekly paper in my town. I find I always have to turn to your page, "Business Management," as I find many items very interesting to me, and as you state at the headlines, "subscribers are invited to ask questions," I hardly know whether I am classed as a subscriber or not. The party who gives it to me must be one, and if you decide to answer this letter through the columns of PRINTERS' INK, I will be very grateful.

I would also ask the omission of my name as well as town.

We have two daily papers, one a Republican and the other a Democrat. As far as I can learn they have each 400 to 500 circulation. Possibly one of them may have recently gained some, as up to a short time ago both dailies were Republican papers. One has sold out to Democrat and Fusionist. The reason I say one has gained is that this city, 9,000 population, is Republican in politics, and at one time prior to selling out to Democrat and Fusionist, that paper had a few more, say 100 more in circulation, and no doubt since this paper went out of Republican politics it has lost some of the Republican patrons.

This is my reason for saying one of these papers may have gained some, but hardly believe over 100. These two papers have a circulation of say 500 each, and both go into the same families. Often a citizen subscribes for both papers. Certainly that is the wealthy element, who do not read advertisements, simply the local news. Kansas City papers come in here very strong.

What I would like to know is, how many subscribers should a paper have in a city of 9,000? Then, again, I have found that, in addition to advertising in both papers, I have had to issue circulars and have them distributed by boys to the homes, because the circulations of the papers do not cover the city, and especially the class of people who generally patronize an advertisement.

Again, I find it is hard to find boys who will distribute circulars properly and promptly.

To use the mails would make our postage and circulars come too expensive, that is, more money would have to be used than our business would allow. Can you point a way?

We have three weeklies. Each one of these dailies has a weekly also. The paper which donates PRINTERS' INK to me is a weekly. I think all three weeklies have a very good circulation, as I believe they work harder to push the weekly as far as subscribers are concerned.

I am manager of one of the seven stores owned by our firm.

Any information you will give will be appreciated. Yours respectfully,

Any one who receives PRINTERS' INK, either because he pays for it himself, or because some one else pays for it for him, is entitled to write to this department and I shall take pleasure in giving any information I can.

One thousand circulation of all the daily papers combined in a town of nine thousand would ordinarily be considered rather a small average. It may not be so remarkably small when it is considered that the daily papers from Kansas City monopolize a good part of the reading of those interested in the news. It is only natural that any one who wants to read a daily paper at all, will read the daily paper of a large city, if he can get it, in preference to the paper published in a small place. All the readers of the local paper

read it more carefully and probably pay more attention to its advertising than the larger number of readers in the same town who get the daily paper from a distance.

The probability is that in this particular town the weekly papers are the best papers for the local merchant to use. Probably the weeklies go into a larger number of homes where the local daily could not possibly go. I would not neglect the daily papers altogether, but do the strongest advertising in the weeklies because I believe their influence is in this case the largest.

* * *

CRAIGHEAD & CO.,

Jobbers and Retailers of Foreign and Domestic Groceries,
Wooster, O.

Charles F. Jones, New York:

We have sent you a flashlight of booth we had in our store during a pure food exhibit, which the accompanying advertisements will describe. If they are worthy of a place in *PRINTERS' INK* we would like to have you comment on them. If not, and you have no use for them, you may return the same. Thanking you in advance, we are yours very truly,

CRAIGHEAD & CO.

The photograph referred to in the above letter was received and simply shows a view in the store of a booth at which the cooking, etc., of various foods are demonstrated.

I would like to say in this connection, that I will have to ask those who write to this department not to send me anything which they wish returned. The amount of mail which comes in makes it impossible for me to go through the matter and pick out those things which are of value for returning.

A pure food exhibition is undoubtedly one of the very best means of advertising and promoting the sale of any food for general consumption.

A great many of the big stores are making their annual and semi-annual food show a feature of their establishment.

Almost any grocery of ordinary size could do the same thing with profit.

I also think that one of the best means of putting a new article upon the market is to have it

thoroughly demonstrated, either in a food show, or even without the food show as an individual exhibit of itself in the larger and better groceries.

Many of the great manufacturers have found this out and are making their exhibits very interesting.

* * *

Hale's, a general store in San Francisco, recently advertised its white sale by means of a very neat little folder called: "Coons and Cotton."

The folder has a little bunch of cotton pasted on the front which adds to its attractiveness. The inside of the folder reads as follows:

WHAT DOES
THIS WHITE
SALE MEAN?

Hundreds of ladies asked this question last week. They couldn't understand the negro melody, the twang of the plantation banjo; the rough shouts of the darkies and the laughing of the pickaninnies picking cotton.

IT IS

an illustration of plantation life, of Southern negro ways, the land of cotton and darkies.

FEATURES
OF WHITE
SALE:

All displays as near white as possible.

Cotton fields and darkie pickers, negro concert and banjo playing every afternoon from 2 till 5.

Watch that funny little pickaninny in aisle one.

Hear the coon songs and their shouts and shuffles. There may be discords, but it's true life.

I do not know how well the negro concert harmonized with the white sale, but I presume it drew a crowd.

However, I think that this is going a little bit to an extreme in trying to get something to attract a crowd. I believe a white sale can be made just as attractive to the public with nice decorations and reasonable prices without bringing into it the feature of a negro concert.

S. G. TETER,
Dealer in Furniture and Carpets,
31 E. Fifth street, Dayton, O.
Charles F. Jones, New York:

Being a reader of **PRINTERS' INK**, and taking a great deal of stock in what you say, I wish to ask your opinion of the inclosed advertisements of mine. I have a printing office of my own and get out these cards once a month and send one to each house in Dayton. I wish to know if you think these good or bad—switched in along with my newspaper advertisements.

Here is a card which I had in my window which attracted more attention and comment than any advertisement I ever had in the window. What do you think of the effect?

\$5,000 FOR A SONG.

If your account is among these—pay it—if not—buy the entire lot. If you cannot sing we will accept a substitute. We sell for cash now and our profit is in better shape.

GO EAST YOUNG MAN FOR CREDIT.

You will see that I once sold on time. I have a bunch of bad bills alongside the advertisement. Your reply through **PRINTERS' INK** will be appreciated. Respectfully,
S. G. TETER.

The card mentioned in the above letter ought to attract attention, but I do not think it will sell very many goods.

The fact that Mr. Teter's profit is in better shape than it was before is not of very much interest to those who buy at his store. They do not care whether he makes much profit or not, so he sells cheap. He should say on his card: "We sell for cash now and are therefore able to make lower prices than when we sold on credit."

The sign is one which I would not use in my window if I had one, but there are some locations where it might take very well.

The printed cards referred to are bright and attractive and certainly ought to bring business if one of them is put in every house in Dayton once a month and used as additional advertising to the regular newspaper work. The card in most cases, shows a picture of merchandise, gives a brief description of it and quotes the price.

Irregularity and lack of system have killed many a business, both retail and wholesale.

I was in a store recently where things seemed to be running them-

selves entirely, where the fact that no one had a particular time to do anything was very apparent.

I believe that all the little businesses that eventually grow up to be big ones are those which in their younger days started with some kind of a definite system and certain rules and regulations for conducting all business movements.

It has been said that whatever has no particular time to be attended to generally either takes too much time or not enough. Too much time means waste, for in business time is literally money. Too little time means neglect.

It is well to have a time for everything that is done. Have a regular, known time for your employees to come to business and insist on their being on time.

Have another time for their dinner hour; it is very troublesome not to know whether an employee is simply in some other part of the house, or whether he has gone to dinner. If each one has a regular time and a customer should call upon any particular person to wait upon him, you can know at once where he is and what he is doing.

Have a regular time for every one to leave. A very bad habit that is indulged in in some country places is for some of the clerks to leave a little early, before the time, and this often compels others who are more diligent to stay after time, in order to do the work that these other parties have neglected.

It would be well to have a bell located at some prominent part of the house and have the bell rung at any hours which are to be observed for any purpose. When the bell is tapped in the morning, see that everybody begins at once to attend to their business duties; that all talking and running about the house is at once stopped.

Let the bell strike for the first turn for those who go to dinner early; then the striking of it later signifies those who go second. The striking of the bell after the dinner hour would mean that all must be back in the house.

It is well to have the bell ring

two or three times about the closing. Let the first stroke of the bell indicate that stocks are to be covered up; that any final preparations to be made can be begun. At the second stroke the employees may put on their hats and wraps and be ready to leave when the final stroke comes.

It is very unbusiness-like to have no regular time for covering stock, etc., as a great many employees will naturally begin to cover up ahead of time and thus probably prevent some persons from buying who might otherwise do so.

* *

Charles F. Jones, New York:

We have a fairly large local retail business and get quite a few mail orders through our newspaper advertising, but we would like to branch out a little more on the mail order trade. Will you be kind enough to say something in regard to catalogues, as to whether they can be used profitably and what kind of a catalogue you think would be best for us? Please omit our name. Yours truly,

Out-of-town or mail-order business for a retail store is one of the most profitable kinds of business, as well as one of the most difficult to obtain. It usually requires years of hard work and patient, persistent effort in the face of apparent defeat. It is never of very rapid growth, but with proper care it remains forever, after it once comes.

As a rule, the popular way of soliciting mail orders for a retail house is through a catalogue, any other advertising being usually to induce people to write for the catalogue and through it purchase goods.

As another rule, you can safely say that the first issue of any catalogue will not pay for itself. It is simply an investment that you must make in order to pave the way for future profits.

In getting a catalogue, have a good one or none, for your prospective customer may receive several catalogues from other sources and yours must compare favorably if you want an order. Your catalogue need not necessarily be a large one, but what there is of it, let it be good, well printed, well written, well illustrated. Pictures are the only way you can

show goods to the mail-order customer and so let your pictures be good ones and exact representations of your merchandise. You will probably never receive a second order from a customer who has been once deceived by the pictures in your catalogue.

Next, you must fulfill to the letter every promise you make. If you have made a mistake and lose money by it, take your medicine like a man and never let the customer know, but fill the order exactly as promised.

Never advertise in a catalogue any goods which you are not sure will give satisfaction. Never advertise anything in a catalogue that is not reasonable in price. Never advertise any goods that you have not or will not have, if the order comes within a reasonable time after issuing the catalogue.

Substitution is a bad plan and will hurt your trade nine times out of ten. If you have to substitute, always give the customer a better grade than ordered at the same price, and in this case always allow the privilege of returning goods at your expense if not satisfactory.

There are a thousand different little points which have to be watched, but these are the principles that underlie them all.

To whom to send your catalogue is another important subject. Of course, send one to every person who has ordered from you before. Advertise that you will send it free to persons wishing to buy, and through that means you may get many new names and in time have a considerable collection. Lists of names sold by name-collecting agencies are of little or no value for a retail business, unless they are of persons who have actually ordered goods of a similar nature from some one else.

* *

I am in receipt of a letter of recent date asking me some questions in regard to special sales. The business man who writes has a competitor who makes quite a feature of this and seems to be getting a large part of the trade my correspondent ought to have.

When to have special sales, how to have them and how to advertise them, are important thoughts in the progressive retail business man's mind.

In the first place, never have a special sale unless you have something to sell. It must be good, it must be seasonable, it must be cheap. If you have got these three things then you are in a position to talk and talk for profit.

But don't attempt to make a big sale and a big hurrah over nothing. People may come once, but they won't be fooled again and when you really have something special they won't believe you.

When all things are ready for your special sale, begin your advertising. Tell the people in a plain, truthful way just what you have and why you are going to make special prices.

Have all your store arranged so as to give the impression that a special sale is going on. Neat and numerous price tickets, one on every piece of goods, add greatly to the effect. Usually a sign thrown across the front of the house outside will attract passers-by. Have all your salespeople posted about the goods and how you came by them, so that they can talk intelligently to customers.

Make the first day a success at any cost; offer people such value that they will not only buy readily, but go away and spread the news among their friends. Keep your advertising going every day, mentioning something new every issue and quote your best offerings.

If you once get the sale started right, judicious advertising will keep the interest up for many days, or until all the goods are gone.

Do not have special sales of the same kind too often. Have some new reason for the next sale; the same excuse, offered for the last one, may not work again.



Since some of the larger stores in the big cities have advertised that the custom of giving premiums to salesmen who work off old

stock does not prevail in their establishments, a good many of the smaller ones who still carry on the practice are arguing with themselves, as to whether or not it is the right thing to do.

The question of giving premiums to employees to stimulate them in selling certain lines of goods has been discussed very generally during the past year. Some very fine arguments have been made in favor of both sides and the question appears to be very similar to the tariff—after all the arguments, it is not any nearer settlement than it was before.

There is, however, one point that cuts considerable figure. It is the fact that a premium offered on a certain line of goods must necessarily be kept entirely concealed from the customer. If a customer once knows that in case she buys this piece of goods, the salesman who sells it will make a premium for selling it, ninety-nine times out of a hundred not only the store will lose the sale, but they may also lose the customer, as she will, in many instances, feel that the store has been endeavoring to take advantage of her in selling her undesirable goods, though of course, the premiums are not always offered on undesirable goods.

I do not believe in doing anything in a retail business that cannot be told to every customer. How large a sale do you suppose you would have on a certain line of goods if you were to advertise that a special price was made, but that at the same time your salesmen had to be paid a premium in order to induce them to sell it more rapidly?

I think that this acknowledgement that the salespeople profited from the purchases and the acknowledgement that the goods did not move sufficiently well without this extra remuneration to the salesmen, would naturally kill the sale of the goods; and it is good policy to avoid any policies that will not bear the closest inspection from the purchaser.

This is only one side of this great question and might be profitably considered by retail business men.

THE CUMULATIVE EFFECT.

Just a little every day,
That's the way!
Seeds in darkness, swell and grow,
Tiny blades push through the snow.
Never any flower of May
Leaps to blossom in a burst;
Slowly—slowly, at the first,
That's the way!
Just a little every day.

Just a little every day,
That's the way!
Children learn to read and write
Bit by bit and mite by mite;
Never any one, I say,
Leaps to knowledge and its power;
Slowly—slowly—hour by hour,
That's the way!
Just a little every day.

—Ella Wheeler Wilcox.

A NEWSPAPER IN LATIN.

A Latin newspaper is now regularly appearing in Rome. The news of the day and editorial comments upon the politics of barbarians may be read in the tongue of Cicero, says the New Orleans *Picayune*. The paper is as yet only issued once a month, so that some will be inclined to give the *Vox Urbis*, for such is its title, the humble name of magazine. But if the experiment should prove successful from a financial standpoint, the *Vox Urbis* may become a weekly. The contrast between the vulgar modern matter and the sedate ancient manner are often entertaining, and at times extremely piquant. The "Dreyfus Syndicate," in the number before us, is classically glorified into a "Factio pro Dreyfus constituta." M. Clemenceau is described by his modern Ciceronian critic as "ferox vehemensque homo." The modern Gauls are said to be enthusiastically shouting "Vivat exercitus!" and even "Bene exercitus!" Old classical tales are occasionally called into service as illustrations to modern instances, and there is a strong dash of the pedagogue in the editor.

THE SECOND THOUSAND.

As a usual thing the second thousand dollars spent in advertising brings three times the results the first thousand brought—if there has not been too long an interval between them.—*Agricultural Advertising*.

ADVERTISING should be planned out on the presumption that it is going to be permanent—a necessary and invaluable part of the business. Too many men think of it as something apart from the business—a sort of galvanic battery to be applied at the discretion of the advertiser.—*Art in Advertising*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 3-line initial letter. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 25,000 monthly. Covers South and Southwest. Advertising rates very low.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. F. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling way. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1899, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

Displayed Advertisements.

50 cents a line: \$100 a page; 25 per cent ext. a for specified position—if granted. Must be handed in one week in advance.

WANTED.—Case of bad health that R.T.P.A.N.'s will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

THE ARIZONA REPUBLICAN

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

It is the only newspaper in Arizona published every day in the year.

It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfecting press and a battery of Linotypes.

It is the only newspaper in Arizona that has a general circulation.

The circulation of the REPUBLICAN exceeds the combined circulation of all the other daily newspapers in the Territory.

For rates address,

Charles C. Randolph, Publisher, or
H. D. La Coste, 38 Park Row, New York.

GOLD SHELL RINGS.



Made especially for premium purposes. Send for "Hot Catalogue, containing Gold Facts and Pretty Pictures."

CLARK & COOMBS,
86 West Exchange St., Providence, R. I.



GOLD SHELL RINGS.

I place the utmost reliance upon the circulation quotations in the American Newspaper Directory, and the publisher who offers excuses and protests against its inaccuracy has no one to blame but himself, as a correct rating is easily obtained by simply telling the truth and supplying the necessary figures. Failure to do this places any publisher in the category of circulation prevaricators, to which class he evidently belongs.

Advertisers should patronize such publications as afford definite information and avoid all others as a rat would a sinking ship.—*Advertisers' Guide for June, 1899.*

THE EVENING **Journal**

OF JERSEY CITY, N. J.

Was selected by a Committee of Advertising Experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation and consequent advertising value.

Average Daily Circulation in 1898 .. **14,890**

Booklets

Advertisements

Circulars



AM in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied.

My facilities are unsurpassed for turning out complete jobs. If you wish to improve both the tone and appearance of your advertising matter it will pay you to consult me. Send your name on a small postal card for a copy of my large postal card.

WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,
10 SPRUCE STREET, NEW YORK.

WHO HAS AMERICAN SPECIALTIES FOR THE ENGLISH MARKET?

A representative of an old, reliable, well advertised London (England) firm is in New York for a few days and would like to hear from responsible parties having meritorious specialties which they desire to market in England. This firm has had a wide experience in introducing a great variety of goods and is prepared to quickly introduce almost anything that is worth introducing—medical and mechanical specialties in particular.

An explicit description and proposition will receive immediate attention and, if you have the right thing, will certainly result in much mutual profit.

Address "Enterprise," care of

PRINTERS' INK,
10 Spruce St., - N. Y.

Charities

is unsurpassed as an advertising medium for reputable firms owning goods of established reputation.

Charities is read by nearly every subscriber of the Charity Organization Society, a class more select, richer and more influential than that reached by any other publication.

It is rarely indeed that the opportunity is presented to you of bringing the notice of your goods before so liberal and interested a class. The field is one of unusual fertility, rich in its possibilities. For space and rates address

WM. C. STUART,

Publisher **Charities**,
105 E. 22d Street, New York City.

You can have your announcement appear in CHARITIES in space of one page every week for one year for \$520.

Why has The **PARISIAN** Made a "Hit"?

Because it is *different* from any of the others. Not only does it differ from any other publication, but it varies in its successive numbers. People seek entertainment and variety they find it in **THE PARISIAN**.

WHO ARE ITS READERS?

THOSE WHO ARE WELL-INFORMED read **THE PARISIAN** because it keeps them *au courant* with the latest works of the French Academicians and the literature current in the great French reviews.

THOSE WHO WISH TO BECOME WELL-INFORMED read it because it instructs them upon the most important doings of the authors and artists of a great Nation.

THOSE WHO WISH TO APPEAR TO BE WELL-INFORMED read it because with very little reading and little expense it gives them a speaking knowledge of the literature of France.

WOMEN, IN GENERAL, read it because it tells them of that heaven of their dreams—Paris.

THOSE WHO LOVE THE FINE ARTS buy it because it gives them reproductions of the most recent works of the great school of French Art.

THE CURIOUS buy it because they are looking for surprises.

PEOPLE WHO HAVE TRAVELED buy it because it gives them pleasant reminders of days spent abroad.

PEOPLE WHO INTEND TO TRAVEL buy it because they can learn much of the country and people whom they intend to visit.

EVERYBODY buys **THE PARISIAN**, or should buy it, for its entertaining qualities, in which no magazine published to-day is its equal.

It is beautifully illustrated and printed; it is **CLEAN**, it is **UNIQUE**.
THESE ARE SOME OF THE REASONS WHY IT HAS STRUCK THE PUBLIC FANCY.

It will Pay Advertisers to be Represented in its Pages.
Published at Carnegie Hall, New York.

AS THE
COLUMBIA LEADS

in the boat race

SO

THE BROOKLYN
DAILY EAGLE

leads as a newspaper.

Clean, bright news columns; strong,
wholesome editorials; a paper which
advertisers use because they know it
brings good results.

Like the American boat

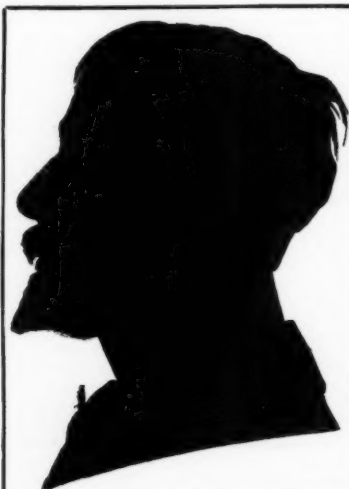
THE EAGLE ALWAYS GETS THERE.



The Gibbs
& Williams Co.
in the
Gibbs & Williams
Building,
No. 68
New Chambers St.
New York.

The Two Heads
that are better than one.

Fine lithographed
and printed
matter of every
description,
the kind
you like.



Shame the Ink Fiends!

ORDER

OFFICE OF THE PATHFINDER.

PATHFINDER, D. C., August 26, 1899.

P. I. JONSON.

New York.

Dear Sir—Please ship us, as soon as possible, per B. & O. freight, to Langdon, D. C., 200 pounds Argosy black ink, same as made for us before—only try to give it as much body and depth as possible to suit purposes. Warm pressroom; speed 2,000 or more: paper, low grade book. Also 50 pounds or so of as fine a black book as you can give us at, say, 25 cents a pound. This is for fine book work; it wants to be black and brilliant, but rather quick-drying. Now, please don't do the way some of them do, and send us the same ink for both purposes. We inclose check in full.

Yours truly,

THE PATHFINDER PUB. CO.,
GEORGE D. MITCHELL, Treasurer.

INQUIRY

NEW YORK, September 21, 1899.

Publishers PATHFINDER,
Pathfinder, D. C.

Dear Sirs:—I am anxious to know how the 50 pounds of book ink worked which was shipped you on August 28.

Kindly give me a full report of its working qualities and oblige,
Respectfully,

PRINTERS INK JONSON.

ANSWER

PATHFINDER, D. C., September 25, 1899.

Dear Sirs:—The 25-cent fine book ink recently got from you is perfectly satisfactory. To tell the truth and shame the ink fiends, it is better than most job ink put up in small quantities at fancy prices. The mysteries of the ink business are too black for us.

Yours truly,

THE PATHFINDER PUB. CO.,
GEO. D. MITCHELL, Treasurer.

THE STORY

The above concern sent me a copy of their paper in December last, and asked me to quote a price on the ink. I offered it at 10 cents a lb. and received an order for 100 lbs. On March 4 I received the following testimonial:

You shipped us keg of ink some time ago. It is O. K. It appears to work as well for us as 18 cent ink from your near neighbor. We paid you 10 cents.

THE PATHFINDER PUB. CO.,
GEO. D. MITCHELL, Treasurer.

The near neighbor mentioned is one of the old line ink companies, who employ salesmen to get the orders, and give unlimited credit, consequently they had to charge 18 cents for the same ink which I duplicated for 10 cents. I employ no agents. I keep no books. I must have the cash in advance otherwise I hold on to the goods. These are some of the reasons why my prices are from fifty to eighty per cent lower than my competitors', and my inks the best in the world. The order of August 28 makes the fifth one I have received from THE PATHFINDER CO., and judging from their testimonials, it will not be the last. Send for copy of my price list, or allow me to quote prices on special grades.

Address

PRINTERS INK JONSON,
13 Spruce Street, - - - - - New York.

Sir Thomas Lipton

AND THE

American Newspaper Directory

One of the world's greatest advertisers is receiving an amount of publicity throughout the country that ten times the cost of the Shamrock and Erin combined could not buy. But, notwithstanding this fact, Sir Thomas Lipton is advertising his tea in newspapers and periodicals at this time as liberally as ever before. Newspaper advertising is the most direct and effective advertising, and the American Newspaper Directory is the recognized authority on American newspaper statistics. It is an advertiser's indispensable manual. Fall 1899 edition is now ready for subscribers. Price, five dollars. Sent, carriage prepaid, on receipt of price. Address orders to

AMERICAN NEWSPAPER DIRECTORY,
10 SPRUCE STREET, NEW YORK.

When a publisher advertises regularly in *Printers' Ink* it proves three things:

1. He wants the business of the best advertisers.
2. He has a paper worth advertising.
3. He has the courage of his convictions.

A large percentage of all the money paid for space by advertisers is paid to publishers whose announcements have appeared in *Printers' Ink*.

ADVERTISING RATES.

\$100 per page each time.

Smaller spaces pro rata.

Address

PRINTERS' INK

10 Spruce St., New York.

ALONG THE **NEW YORK CENTRAL**

We control the exclusive privileges in all the cars of Albany, Schenectady, Amsterdam, Fonda, Johnstown and Gloversville, Herkimer, Frankfort, Ilion, Utica, Rochester, Lockport, Buffalo, Tonawanda and Niagara Falls, on both sides of the river.

We run these places with our own employees, service in consequence is the best, cars crowded with ads, advertisers know where to go—
enough said.

GEO. KISSAM & CO.,

253 Broadway, New York.
124 Kirk Bldg., Syracuse.

16 State St., Rochester.
378 Main St., Buffalo.